

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI. NEW YORK, DECEMBER 11, 1907.

NO. 11.

*There Is a Way to Get the
One Best Dealer in Each
Town in the United States
as Your Agent.*

The plan succeeds because it makes the dealer see the advantage of the plan to himself.

We are willing to tell you enough of the idea as a beginning to make it worth your while to write us.

CONVERSE D. MARSH, Chairman Executive Committee,
The Bates Advertising Co., 15 Spruce Street, New York

The Explanation is—new methods.

An Advertising Agent, To Newspapers.

Last week a Boston advertising agent spoke as follows to a PRINTERS' INK man who was calling upon him :

"If newspaper publishers would stop to consider the quantity of circular matter that is received daily by every large advertising agency, they would stop sending it. Agencies are anxious to know what newspapers are doing, but they cannot undertake to wade through the mass of printed matter that is sent them. Newspapers will get a hearing from us by advertising in PRINTERS' INK, but not by sending us circulars."

This man might have added that general advertisers who place their own copy or who have a voice in the agencies' choice of mediums, also read PRINTERS' INK, even if they do not have time and inclination to examine every piece of advertising matter that is brought them by the mail.

There is no worthy publication in the United States or Canada that is after general advertising that would not profit by systematic advertising in PRINTERS' INK. We have a plan that fits your case, if you want it.

PRINTERS' INK

10 Spruce St., New York

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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RETURNS ALMOST ONE THOUSAND-FOLD.

A TYPEWRITER THAT CANNOT FIGHT OFF POPULARITY—ADVERTISING TO DEALERS, IN ONE MEDIUM, BRINGS RETURNS FROM THE ENDS OF THE EARTH.

It is said to be a difficult proposition to sell a new typewriter because a new machine is looked upon as an experiment, but the successful launching of the new Secor visible writing and billing machine proves that the right kind of advertising will do it.

There are three things in the advertising campaign of the Secor Typewriter Company of Derby, Connecticut, which established it as one of the most remarkable in advertising history. They are: first, the extraordinary results; second, the insignificant cost; third, the striking efficiency of the medium.

The campaign was planned to reach the typewriter dealer, and was begun the latter part of August, 1906. The first move was the mailing of a perfectly matched fac-simile letter, accompanied by an eight-page booklet, to a list of typewriter dealers.

The letter announced the machine as perfected and named five or six special features it possessed; told who invented it and what his reputation as a mechanical engineer was; called attention to the accompanying booklet, requesting a careful reading; and stated that territory was in process of allotment.

The booklet was entitled "Some Pages from the Book of Progress," a leaf turned down for you," the corner of the cover be-

ing turned down revealing the trademark on the third page. A very handsome, perfectly printed photograph of the machine occupied the second page. The text was confined to tersely describing nine points of superiority possessed by the new machine.

Following this preliminary announcement a descriptive article was prepared and appeared in the October issue of *Office Appliances*, the typewriter trade journal published in Chicago, and in *Geyer's Stationer*. A page advertisement was placed in the same issue of *Office Appliances* and a half page in *Geyer's Stationer*.

Each month following a page space in *Office Appliances* was taken. No other advertising to reach the dealer was done, except the demonstration of the machine at the National Business Shows in New York and Chicago. The business shows proved highly profitable, but largely from the typewriter user, rather than from the dealer standpoint. The advertising brought the dealer to the shows, but, with one or two exceptions, all accepted business was contracted for with dealers who did not attend the exhibitions and was therefore wholly due to the advertising. The business came with a rush so that it was impossible to accept further business resulting from the shows.

During the twelve months the page advertisements have been running in *Office Appliances*, more than \$500,000 worth of business has been accepted and approximately \$2,000,000 worth of additional business has been offered, which the company has been unable to take care of until manu-

facturing facilities can be increased.

Considerably more than five hundred applications for the agency of this machine have been received in response to the twelve advertisements. Of these, eighty-five were from foreign lands, representing twenty-two different countries. Every State, territory

tory until his arrival. One man came from San Francisco, and another from Dallas, Texas. A dealer in India (one of the largest, if not the largest in that country) cabled a representative who happened to be in New York State to visit the factory. A contract was made in each instance.



Revolutionizing Ribbon Results

The Secor Standard Visible Writing and Billing Machine is the *first and only* typewriter to solve the problem of securing uniform work from a ribbon. It is the only machine on which the ribbon *never moves except when the type-bar prints*. It does not move when the carriage is returned, nor when the space bar is used, nor when the decimal Tabulator is operated, nor when the *back space key* is brought into action—it moves only when the type-bar prints.

If the ribbon moved with the space bar, or the carriage, there would be some part of the ribbon *unused* each time a line was written. Then when the ribbon reversed itself (as it does automatically on the Secor) and started to wind the other way, the type would strike, from time to time, parts of the ribbon theretofore unused resulting in heavier inking for some of the words or letters, thus preventing uniform work. Every typewriter user has noticed this on typewriters without knowing the cause. It has been one of the unsolved problems of typewriter construction.

The Secor is a ribbon saver too, for the ribbon always moves at the *same speed* whether winding on an empty spool or a full one—a result accomplished for the first time in typewriter building. It moves a distance equal to the width of the type face each time—and it always *moves*—so that the ribbon can never be worn full of holes.

The Secor keeps the ink *evenly distributed* in the ribbon and prevents its drying out, as the ribbon is constantly *under pressure* between two rolls. The pressure is just heavy enough to keep the ribbon fresh and moist. This is another feature of the many mechanical triumphs embodied in the Secor.

You, as a dealer, will find it profitable to sell the Secor since not one of your competitors can measure up to the standard you can set, for this *revolutionizing ribbon result* is but one of the extraordinary features of *"the fastest typewriter ever built."*



The SECOR

17 Housatonic Ave.



Typewriter Co.

Dorby, Conn., U.S.A.

and group of possessions of the United States is represented, and there is perhaps not a city in the United States supporting a typewriter dealer which has not been heard from.

One of the advertisements pulled a man from Mexico City to the factory; he preceded his visit by a telegram to hold the terri-

As a result of these twelve advertisements, the company has created a dealer's demand of approximately one hundred machines a day.

The cost aggregates six hundred and seventy-three dollars and twenty cents.

The company has never had a salesman out nor spent one cent



The cost of preparing copy for a publication with one hundred circulation is just as much as for a publication with a million. It costs just as much to set up the type. It costs just as much for you to check the advertisement. And there are other ways in which a small medium is as much, or nearly as much, expense.

Economy, not to mention effectiveness, demands the use of publications of wide circulation.

THE SATURDAY EVENING POST has more men readers than any other publication.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

to secure business except the amount represented above; that spent for its catalogue and booklet, and that spent in the business shows.

The showing is phenomenal for the medium, *Office Appliances*. It seems to penetrate every nook and corner of the world where typewriters are sold. This is the more remarkable when it is remembered the publication is printed in English only. Yet applications have been received from several points in Russia, from Norway, Sweden, Holland, Switzerland, France Italy, Germany, South and Central America, Mexico and other lands.

Only a part of the effect of the advertising is shown in the results. A hundred or more letters have been received by the company directly commenting on the character of the advertisements. A Chicago man wrote: "As far as my observations extend, no such complete and convincing statements concerning a typewriter have ever before been presented to the public."

A Portland, Ore., stationer wrote: "I have just read a very remarkable advertisement of yours. I may say the advertisement itself possibly is not remarkable, but the machine it is advertising certainly might be classed in that line. I am not at present a dealer in writing machines, my principal lines being blank books, office supplies and general stationery, but from your advertisement I believe I would like to get hold of your machine."

In two instances successful dealers handling well-known machines offered to contract for the Secor before seeing it, accepting it wholly on the advertising and catalogue, and giving up the machine they were successfully selling.

A very large percentage of the correspondents expressed the positive conviction that "the Secor is the best machine on the market." Thus the advertising was more than publicity. It was constructive, and has established

a reputation for supreme superiority for the machine.

The idea carried out has been to confine each advertisement to one feature—one idea; to set forth a premise and prove a conclusion by irresistible logic; to make no statement that could not be demonstrated on the machine; and to tell the truth in a convincing way.

The campaign was planned and all the advertisements were written by the company's advertising and sales manager, C. H. Woodward, who has recently become associated with the Bates Advertising Company in their "One Best Dealer" department.

"One of the pleasing things in this campaign," said he to a PRINTERS' INK representative, "has been the frank expression of the men we were trying to reach. These expressions served to prove the effectiveness of the ideas; the plan of exhaustively describing one feature only in an advertisement. We got a man's interest at the start and gripped it tight, month after month, adding conviction to conviction, until he felt qualified to say positively that the Secor machine could have no serious competitor.

"The advertisements have been full of information. They told how each particular feature being described, worked; the principle involved; wherein it was different from other machines, and why it was better. They were so written as to make the reader say to himself, 'that's so.'

"One of the successful elements of an advertisement to chain the interest of the reader, is the element of surprise. To illustrate: One of the series was entitled 'Revolutionizing Ribbon Results,' which by the way brought a long letter from Mitag & Volger, the largest ribbon manufacturers in the world, congratulating the company on its wonderful achievement in the ribbon mechanism of the Secor.

"This advertisement called attention to the fact that uniform work from a ribbon was impossible with any machine until the

(Continued on page 8.)



Think It Over

In your advertising campaign you can cover Philadelphia very thoroughly if you use "The Bulletin," because, "in Philadelphia nearly everybody reads 'The Bulletin.'"

NET AVERAGE CIRCULATION FOR NOVEMBER

234,021 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.

invention of the Secor. It told why. It is safe to say that not one man in a thousand ever thought of that, or if he did, had never figured out the reason. It is a very simple proposition when the principle is explained, and the effective part of it is that the reader instantly made a big discovery. He saw that something had really been done; that the Secor was a big step in advance in typewriter construction. All that had been said in previous advertisements was immeasurably strengthened in his mind and he was prepared to accept and believe anything reasonable that was said.

"This campaign proves that space in a publication is a veritable gold mine, if the advertisements are properly written. But the advertiser must dig for the gold. An advertiser is a farmer. His advertisements are the seed he sows from which he hopes to harvest a crop of dollars. When the farmer plants his corn, if the grains are lifeless, there is going to be no crop. When he sows a bushel of wheat he expects an acre of yield—twelve or fourteen bushels. Advertisers will sow lifeless seeds and then blame the medium because there are no returns. And the advertiser thinks he is as wise as the average farmer. But is he?"

THE WHOLESALE'S PROBLEM.

The H. B. Claflin Company, is one of the largest importing and wholesale dry goods houses in the world. Its building in New York occupies an entire city block and contains acres of floor space. D. F. Daly, who is in charge of the firm's advertising, recently had a talk with a PRINTERS' INK reporter.

"Our advertising," said Mr. Daly, "is necessarily different from the department store style. Where they sell one piece of goods to a customer we sell dozens of pieces. Where they hold a ten thousand dollar special sale we may hold a million dollar special

sale. They deal principally with the woman, who keeps in touch with prices through the various advertisements in her daily paper and compares notes in this way; we deal with the retail merchant who knows the state of the market as a part of his business, and can say, with more or less certainty, when a particular line of goods is at the right price. The department store customer is influenced in purchasing, for her individual needs, solely by her pocketbook. Our customer, when buying, is governed by general conditions; he must buy to suit varied tastes and be able to compete in quality and price with his rivals and make a profit.

"Two points must be brought out strongly in our advertising. First is a clear, short description, illustrated where possible, of our various lines and the prices of same. We use no glowing adjectives in describing an article. Second, in an ad dealing with garments the cuts must be large and clear enough to show every detail, and in sending out card samples of dry goods, ribbons, etc., the piece of goods attached must be large enough to show just how that piece of goods will look in the piece. We cut up enough material for these sample cards and circulars, in a short time, to stock a retail store.

"Our advertising must assist our salesmen, on the road, in making sales and at the same time influence the visiting buyer to call and see us.

"We use space in trade publications like the *Dry Goods Economist*; and in advertising a special sale, where we want to turn goods over quickly, we talk to the local and visiting buyer through the metropolitan newspaper. This newspaper space is supplemented by special circulars. At certain seasons of the year we will often use several full pages, in one issue, in different trade papers. We run a business card continually in the *New York Commercial* and the *Journal of Commerce*. We have taken full pages in papers during the holi-

day season, simply to wish our customers a Merry Christmas or a Happy New Year. While this class of advertising does not bring direct returns, it keeps the firm name before the merchants.

"We are continually sending out great quantities of circular matter, spring and summer, and fall and winter catalogues; notices of special sales; announcements when a salesman will be in a certain territory, and the line of goods he will carry; postal cards showing the condition of the print market, with decline or advance in prices, and almost every conceivable form of printed matter. We have a mailing list of about sixty thousand names and we circularize them, either in part or whole, all the time. This list is so arranged that one State, one city, one salesman's territory or any specified part of the list can be covered without loss of time and without disarranging the system.

"This year we sent out a hundred and twelve page booklet, giving a talk on Oriental carpets and rugs, with illustrations of various rugs and many interesting Oriental pictures. One of our best ideas is the house organ started several years ago as a four page circular, issued irregularly, which has developed into a sixteen page paper, published every month and sent out to a list of over thirty thousand names. It is showing good results.

"Our advertising is conducted along the same lines as our busi-

ness, in a conservative manner, and there has been little or no change in the style for years. All copy is prepared in and placed from our own office."

WHO IS GANS?

BALTIMORE, Md., Nov. 30, 1907.

Editor of PRINTERS' INK:

In current issue of PRINTERS' INK, in article entitled "Pianists' Endorsements," I note that "Gans prefers the Mason & Hamlin." Who is Gans? Do you refer to Joe Gans? Never heard of any other "artist" except Joe.

Yours, JOHN E. HOWARD.

When the newspaper that

Tells Its Circulation Every Day

makes the statement that it has the greatest circulation of any two-cent morning or evening newspaper, such a claim can more easily be verified than that of a paper whose circulation is an unknown quantity.

During the past year no other Chicago newspaper has made such continuous circulation gains as has THE RECORD-HERALD.

THE RECORD-HERALD is now delivered in more homes than any other two-cent English newspaper in the United States.

Circulation for November 1907

Daily	Sunday
Exceeding	Exceeding
154,000	223,000

GAIN OVER 1906

Daily	Sunday
Exceeding	Exceeding
8,000	16,000

THE CHICAGO RECORD-HERALD

CITY CIRCULATION SUPREMACY

It is the CAPITAL's leadership in city circulation that differentiates it from any other Des Moines newspaper. The city circulation is almost 50% greater than that of its most important competitor. The city circulation averages 13,000 daily. There are about 14,000 or 15,000 homes in Des Moines, so that

The Des Moines Capital

goes into nearly every home in the city every night. It is a newspaper of character and influence, and is received with a warmth and admiration showered upon no other Des Moines newspaper. Any advertiser that wants the Des Moines market can get it by using the CAPITAL, and at a minimum expense. Total circulation exceeds 41,000.

Eastern Representatives (O'MARA & ORMSBEE, Brunswick Bldg., New York
ELMER WILSON, 87 Washington St., Chicago.
LAFAYETTE YOUNG, Publisher.

POOR OLD GROCERY-MAN.

Here is another guessing contest, just set going in Indianapolis. The advertisement reproduced below appeared in the *Star* of that city in the last part of November. It was three columns wide, originally, and could hardly fail to be seen. But let us examine the copy, to find out what it all means.

The general style of the advertisement denotes breakfast food,

want to know bad enough to make a fool of yourself in finding out. In this case, go to your grocer, take him aside and make a noise like a nut—no, like a bell. Cry out "ding dong, ding dong" like a bell on a locomotive. Or if your disposition seeks a less ponderous mode of expression, play you are an alarm clock and tinkle forth "ding-a-ling, ding-a-ling." And perhaps it is absolutely necessary to stick to the latter interpretation of a bell's



and—yes, sure enough, that "B. C." on the bell denotes Battle Creek. The circumstantial evidence is too strong to be broken; it is clearly one of the thousand and one varieties of Battle Creek breakfast food that is being advertised.

Just what particular brand is immaterial, unless you really

sound, for it is thus that the copy reads.

If the grocer has received a supply of the mysterious Something, and has been properly coached, and hasn't forgotten, you will then be admitted into the circle of the Elect. But it is about an even chance that he doesn't know anything about the

game you are playing with him, and in that case he will size you up as a candidate for an asylum.

Granting that you do succeed in finding out from your grocery-man what you want to know, is it worth the candle? Are you so extremely anxious to discover the name of the newest breakfast food that you will follow the directions of the advertisement and act like an idiot?

If you can possibly curb your curiosity for a few days it may be that the secret will be divulged in the newspapers. And if it isn't given out in some such manner the campaign will be a failure.

Remember that you were adjured a few months ago to "wink at the grocer and see what you'll get"? Quick now,—what *was* it that you got?

The long-suffering public do not like this sort of thing. Buying food is too much a matter of prime necessity with them; they don't like to be trifled with in connection with it. To hold their attention up to the buying point an advertisement must show what it aims to sell rather than what deep mystery it can evolve.

And the grocer—what of him? Some day you will be summarily commanded to "bark at the grocer," or "bite at the grocer." Poor fellow, he may stand it all, but in his heart he knows it is a long chance advertisers are taking who thus adjure his customers to take unseemly liberties with him.

HOW ADVERTISING SAVES.

"The Semi-Ready Company spend money in advertising—and they add the expenses to the cost of their clothes." This was the timid "knock" of a local clothier.

Semi-ready tailoring is well advertised. Mr. Alfred Wood, the vice-president of the company, says that they are the largest industrial advertisers in Canada, with possibly one exception.

"But our advertising and our selling system saves us money. We spend about \$50,000 in Canada alone, advertising each year a total produce of \$1,000,000—an average of five per cent. That expenditure saves us the cost of maintaining a corps of fifteen commercial travelers who would cost us \$75,000. So that our advertising and exclusive agency system really saves us \$25,000. By advertising we talk to over a million people every day.

"Again, the ordinary tailor and cloth-

ier has to advertise locally when he buys cheap clothes. The total expense, if figured up on 100 stores like ours, would be over \$100,000. So that by good advertising we save to buyers of Semi-ready clothes a selling expense of \$125,000 on a product of \$10,000,000. That is, you get 12½ per cent more real value, without considering the vastly better style and more enduring wear in our better fabrics."—*Montreal Witness*.

ADVERTISING AS AN ART.

At the recent electrical show in Madison Square Garden, New York, there was noticeable a decidedly discordant note amongst the latest wonders in electricity. It was the utter failure of the participants to realize the artistic possibilities of the situation by displaying their wares in an attractive manner. With, perhaps, a single exception the exhibits, interesting as they could not fail to be, were very little more than indifferently dressed shop windows. The exception was a firm that conceived the idea of displaying its specialties by showing them in their application to the needs in the home. This firm placed the devices to which it desired to call special attention, in attractively furnished rooms. The popularity of the exhibit amply testified to the value of artistic advertising, the possibilities of which are yet to be realized by the American business man.—*Architectural Record*.

20,412

**PAID IN ADVANCE
SUBSCRIPTIONS**

to the

**SPARE MOMENTS
Magazine**

were received in No

**Put SPARE MOMENTS
on your next list**

**Leonard Darbyshire, Inc.,
Publisher, Rochester, N. Y.**

BANK ADVERTISING.

IV.

To be successful, bank advertising should be done under a system of natural development.

A tree grows from the center outward, and each year it puts on a new layer of wood, and with each layer it grows larger and stronger. The same principle can be applied to the expansion of bank advertising.

Experience has taught the wisdom of starting with the home town as a central point and covering a radius of (say) ten miles at first, and then extending this territory at regular intervals of time. A bank can command the bulk of the business within its reach, and at the same time lay the foundation for an institution which can be of national importance, if it is conducted by ambitious and enterprising men who are willing to reach out for distant business. This cannot be accomplished to-day and to-morrow, but it can in years to come.

A bank's general publicity plan should be constructed with an idea of expansion. The bank should not be satisfied with getting money only from its home town, but should want to reach the outlying districts as well. If a bank's proposition is worthy the consideration of the people at home, there is no reason why the people of the next county and the next State should not consider it.

A certain Pittsburg bank was not only the first to institute a department for deposits by mail, and to advertise it both locally and nationally, but it was the first bank to employ an advertising manager. The system of banking by mail was begun to accommodate depositors who moved away from Pittsburg and wished to retain their accounts at four per cent interest. The demand for this accommodation grew, and finally a regular department was organized. Then this department was advertised in the Pittsburg dailies, later in papers in outlying towns, then in the farm journals,

and from this the bank became a national advertiser.

To-day it is stated that the principal mail-order banks in Pittsburg and Cleveland have 350,000 depositors and are increasing the list at the rate of several thousand new accounts each month.

People are now availing themselves of this new banking method without consideration of geographical location. A Cleveland bank recently received a deposit from Bangkok, Siam, and another one came from Shanghai, China. The receipt of letters from places in the Philippines, with money-orders enclosed, is now almost a daily occurrence. Every country in Central America and half of those in South America have "banked by mail" with Cleveland or Pittsburg.

When the other banking institutions fully understand the dangerous competition of the mail-order bank, the department-store by-mail bank and the trust company by-mail savings, and the fact that these institutions are built up and sustained entirely by advertising, they will rail less at the wind, and get some of it into their own sails.

The advantages of mail-order banking, or the methods of caring for the funds of depositors at distant points, are:

1st—Withdrawals are seldom made. These deposits are long-time deposits.

2nd—Withdrawal of a large number of depositors (a run) is impossible.

3rd—A mail-order bank can afford to pay high interest.

These things are certainly worthy of every banker's most earnest consideration.

The people of the United States like new ways of doing things, provided they are a little better than the accustomed ways. They read magazine advertisements, and if any advertised article strikes their fancy, they send to the distributor in the distant city, and the article comes to them by mail or express. Everyone, everywhere—in city or country—rich

or poor—reads the newspapers and periodicals, and everyone is attracted by a good bargain, even if the place from which it comes be half-way across the continent.

The average citizen did not jump when it was first suggested that he make his deposits in a bank in Pittsburg or Cleveland or elsewhere, but the novelty of the proposal interested him, and he was willing to learn how the thing was done, what inducements were offered, etc. In response to the ads he wrote for information, and from that time on he was followed up with letters, circulars, cards, booklets, etc., each giving some good argument, until he was convinced.

Half of America now does some portion of its shopping in cities more or less removed from the consumer. It is therefore not unreasonable to suggest that one can conduct his business with a bank 10, or even 1,000, miles distant.

Chicago is the birthplace and the home of the mail-order house, where, without the necessity of leaving their small towns or farms, hundreds of thousands of people are enabled to shop in the city, to get city goods at city prices, and to avoid paying the jobber his profit and the retailer his margin.

But why should he send his money away from home? asks some resident of a small town, when he can deposit his savings week by week in a savings-bank at home or in a nearby city?

One reason given why he should deposit his money with a foreign bank is the larger interest paid him, which is higher than that allowed by most local banks; but above all, the distant bank tells the people about itself, while the home bank hides in its conservative shell, and either is afraid to spend a dollar for advertising or else doesn't know how to do it advantageously.

What Chicago has done for distant shoppers Cleveland and Pittsburg have done for money-savers. If one can shop satisfactorily in a distant town, where

quality of merchandise cannot always be determined before it is seen, one can certainly bank satisfactorily in a distant place, in which case every individual knows exactly just what he will get from the distant bank, as well as what to expect from any local bank.

These points have been perceived by the great mail-order houses and large department stores in most all cities, who are opening savings departments, and asking their customers to bank with them. If it is considered advantageous for people to deposit their savings with tradesmen, who, however honest are not bankers by profession, then how much more to their advantage would it be to bank with financial institutions that possess the security imposed upon them by law.

The present private dry-goods store banking is a new danger which confronts the banker, and it is one that he must consider under the coming new order of things.

SAMUEL JAROS.

“THE PAIR.”

That's the proper caper in advertising now—not a pair, but *the* pair. Of course it is not good English—it's the caper. It is a sort of translation from or adaptation of the French—a poor translation and an awkward adaptation—but it seems to have the French twang; and perhaps that's why it is the caper. All who adore importations will take note that shoes are so much “the pair,” and stockings cost but a trifle “the pair,” and 70c. slippers could not be had elsewhere at 71c. “the pair.”—*Batten's Wedge*.

THE MEMPHIS NEWS-SCIMITAR

is now acknowledged as one of the most successful newspapers in the country. The only Evening Newspaper in Memphis—it covers that city and territory almost like a blanket. About **36,000** daily circulation, and still growing : : : :

PAUL BLOCK, Mgr. Foreign Adv'g
Flatiron Building, New York.
Hartford Building, Chicago.

THE MERCHANDISING VALUE OF A HIGH-GRADE CONCERT.

What merchandising value, if any, can a daily concert have that is given in connection with a city department store? And what will be the effect upon the concert's popularity of introducing a lecture in the middle of the programme?

It was to find an answer to these questions that a PRINTERS' INK man visited the Auditorium of the new Wanamaker store in New York the other day, where a morning and afternoon concert have been held daily for several months.

The auditorium in the Wanamaker building is located on the 2d floor, runs through two stories and is surmounted by eleven other stories. A balcony runs around three sides, and the seating capacity of "pit" and balcony is easily fifteen hundred. There are no pillars to obstruct the view of the audience, and consequently eight immense girders, weighing tons each, are required to support the stories of the building above the auditorium.

From an artistic standpoint the auditorium leaves little to be desired. It is finished in white, with paintings imported from Europe at the rear of the platform and behind the center chairs in the balcony. The reeds of the immense pipe organ are placed on either side of the platform.

For a number of weeks the concerts had been regularly advertised in the metropolitan papers, but when the reporter attended all mention of them had been omitted for several days. The programme consisted of two organ numbers, two soprano solos, two selections upon the Angelus, and a lecture by Dr. J. K. Dixon.

Dr. Dixon's lectures are a regular feature of the programme. They are of a popular nature, and cover journeys to various old world countries. This day he delivered what he calls his "Store Lecture," telling of the rise of the Wanamaker Idea in Philadelphia

and its invasion of New York. The lecture is illustrated, like all the rest, by fine views thrown on a screen.

The auditorium was quarter full, perhaps, when the opening number was given on the organ. This was followed by a well-rendered vocal solo and a selection upon the Angelus. When the time arrived for the lecture the hall was well filled and many persons were standing in rear of the room.

The subject of the day's lecture had not been announced and it was a matter of interest to observe that the audience did not seem to feel imposed upon in the least when they realized that Dr. Dixon intended to talk shop. He showed views of the old Philadelphia store and of the new building, containing forty-two acres of floor space which is being built around it, of the old Stewart Building in New York and the new Wanamaker building, which has the Subway as a feeder, with an entrance into the basement. Three hundred and eighty-two subway trains pass this store each day. Views were presented of the various departments in the store, and of the schools and summer camps for the boys in the Wanamaker employ. A couple of illustrations showed the boys' band that came from the Philadelphia store in October to help "officially" open the new building in New York.

And all the time that the views were being thrown on the screen Dr. Dixon was talking of John Wanamaker, his policies, and his stores. The talk was not of the intrusive sort, however, and the lecturer's audience followed him attentively throughout. At the end the applause was sincere and it was very evident that the people did not think they had been imposed upon.

Following the lecture were other vocal and instrumental selections and some very excellent moving pictures, but the lecture was clearly the chief feature upon the programme.

Dr. Dixon is an experienced

lecturer and throughout his discourse lays emphasis upon the foundation of patriotism upon which the Wanamaker stores are built. When he has finished, a listener feels that he has suddenly attained an interest in this store that he did not before possess; all because he has found out that his ideas and John Wanamaker's so nearly coincide. This is one way in which the lecture has a merchandising value,—it helps to awaken interest in the store by establishing a common bond of sympathy between buyer and seller.

The more direct result of the particular lecture the reporter heard was to give a fuller understanding of the quantities of goods on sale in every department. Of course, this applies, also, to a limited degree in each of the lectures descriptive of foreign countries, because each of them is drawn upon in the search for stock for a big department store.

It seems evident, also, that there is a third channel through which benefit must come to the store because of these concerts, and this is the most indirect of all. The concerts are affording a means of education which, to many persons, could be secured in no other manner. It is education paid for by Wanamaker, and by many will be remembered gratefully for years to come. The advertising possibilities of the Wanamaker concerts are large indeed, and indicate the keen mind which directs the enterprise.

OASIS IN PRINT DESERT.

You've read good books, haven't you? Been entertained, interested in every page. But you come to an illustration; you pause a minute, don't you? You are doubly interested by a pleasant meeting with the illustration of the printed story. The story takes on fresh interest by the meeting of a bright oasis in a desert of print.

And so it is with advertising. A page, or a column, or a space in a newspaper no bigger than a postal card, containing a cut (a good cut) illustrating the article advertised will catch your eye, draw your attention; yes, as the magnet attracts or draws the needle. Make it a dollar's worth of printed matter and a dollar's worth of cut and note the result; then make it two dollars' worth of printed matter and again note the result. It won't cost you much to make the test.—*Dry Goods Economist*.

CASH AND CONFIDENCE.

The *Saturday Evening Post* has been preaching Confidence all through the recent flurry. Now it has stepped down from the pulpit long enough to practice. Its publisher, Cyrus Curtis, has just spent fifty thousand dollars in advertising a single issue of the magazine—the Christmas Number.

The *Saturday Evening Post* believes that this will be a bad year for inflation, but a good year for business. It believes that, with speculation checked, and the weak spots in our currency system bared, business is already started toward a stronger, sounder, safer position than it held six months ago. And it knows, through thousands of clear-cut, intelligent reports from bankers, merchants, manufacturers and farmers, that the country shares these beliefs. They are solidly founded on good crops, empty warehouses, an unsatisfied demand, and a public with money in the banks.

These conditions mean business, and the *Saturday Evening Post* has started out for its share of it with the most effective weapon in the merchant's arsenal—Advertising. Summer and winter, its publisher is always in action, going after business with everything from rapid-fire batteries of small ads to sixteen-inch guns which cost a fortune every time they are discharged.

No business man burns up fifty thousand dollars for the sake of the resulting noise and hot air, but because there is business in sight. The publisher of the *Saturday Evening Post* sees business ahead, and is aiming at it. Competition was, Advertising is, the life of trade.—*Circular issued by Saturday Evening Post last week.*

—UNFURLS HER STANDARD TO THE AIR.

LYNN, Mass., Nov. 27, 1907.

Editor of PRINTERS' INK:

Who is the man preparing the Standard Oil Co. oil heater and lamp advertising that he does not know enough to cut out the name "Standard Oil Co., of New York?" An agent who does not know any more than to flaunt this company, despised in the public eye, should take lessons in common sense from a correspondence school. If there is any one thing that will cut out patronage, it is the words "Standard Oil Co." and there is no need, whatsoever, of the company being referred to in the advertising, because named goods are sold.

EDWIN W. INGALLS.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery, Journal, *dy.* Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,288.

COLORADO.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Want ad in the Post. Cir. *dy.* 59,674, *Sy.* 84,411.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport, Evening Post. Sworn *dy.* Oct., 12,012.



Bridgeport, Morning Telegram, daily. Average for Oct. 1907, sworn 11,917. You can cover Bridgeport by using Telegram only. Rate, 1/2c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,754.

Meriden, Morning Record and Republican. Daily average for 1905, 7,578; 1906, 7,672.

New Haven, Evening Register, *dy.* Annual sworn aver. for 1905, 14,681; Sunday, 11,662.

New London, Day, *ev'g.* Aver. 1906, 6,104; aver. for Sept., 6,778. Rates obtained direct.

Norwalk, Evening Hour. Daily average guaranteed to exceed 8,800. Sworn circulation statement furnished. Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in Southwestern Connecticut.

Norwich, Bulletin, morning. Average for 1906, 6,539; 1906, 6,539; June, 1907, 7,259.

Waterbury, Republican, *dy.* Aver. for 1906, 5,648; 1906, 5,957. La Cotte & Maxwell.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1906, 25,577. (©©).

GEORGIA.

Atlanta, Journal, *dy.* Av. 1906, 50,837. Sunday 57,988. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, *d'y.* Aver. 1906, 4,808; average, July, 1907, 6,188.

ILLINOIS

Aurora, Daily Beacon. Daily average for 1905, 4,580; 1906, 6,434.

Calne, Citizen. Daily average 1st. 6 months, 1907, 1,585.

Chicago, The American Journal of Clinical Medicine, *mo.* (\$1.50), the open door to the American Doctor, and through him to the American Public. Guar. 40,000 *cir.*; invest'd by A. A. A.

Chicago, Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017. (©©).

Chicago, Breeder's Gazette, weekly, \$2. Aver. circulation for year 1906, 70,000. For 39 weeks ended Sept. 25, 1907, 78,906.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1906, 10,000.

Chicago, Dental Review, monthly. Actual average for 1906, 3,702; for 1906, 4,001.

Chicago, Examiner. Average for 1906,

649,846 Sunday, 175,000 Daily. Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271.


Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Average six mos., Jan. to July, 1907, 51,310.



Chicago, Record-Herald. Average 1906, daily 141,743; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,571.

Peoria, Evening Star. Circulation guaranteed more than 21,000.


INDIANA.

Indianapolis, Up-to-Date Farming. 1906 av., 174,584. Now 200,000 4 times a mo., 75c. a line.

Noire Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, Oct., 1907, 9,756. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

IOWA

Burlington, Hawk-Eye, daily. Aver. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver. Nov., 15,514. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 42 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Aver. circulation 4 6 mos. '07, 30,193.

Des Moines, Iowa State Register and Farmer, w'y. Aver. number copies printed, 1906, 52,128.

Sioux City, Journal. Daily average for 1st 6 months, 1907, sworn, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn dy. aver. (returns deducted) 1st 6 mos. 1907, 31,122. For September 1907, 32,981.

You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Guarantee Star paper in Iowa.

KANSAS.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 2,778; weekly, 2,084.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 2,962; weekly 2,278.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,995; weekly 28,573.

Madison, Bulletin, wy. Circ., 1906, 1,581. Now over 1,600. Only paper in Western Somerset Co.


Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,806. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For November, 1907, 77,207.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1906, daily, 182,936. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,529; 3 mos. '07, 7,342.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; first half, 1907, av. 16,470. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.


Woburn, News, evening and weekly. Daily av. net paid circ. March, 1,328. W'kly, 1,451.


Worcester, Evening Gazette. Actual sworn average for the first six months of 1907, 15,223 copies daily—nearly 50% increase over 1906. Largest eve. circ'n. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (© ©). Paid average for 1906, 4,282.

MICHIGAN.

Bay City, Times, evening. Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.

 Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Sept. daily average, 7,988.

 Jackson, Patriot. Average Oct., 1907, 8,494; Sunday, 9,569. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily. Sunday. Average 1906, 14,897; October, 1907, 14,649.

Saginaw, Evening News, daily. Average for 1906, 19,964; November, 1907, 20,437.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 27,556.

Minneapolis. Journal, Daily and Sunday (C). In 1906 average daily circulation, 74,054. Daily average circulation for Oct., 1907, 77,784. Average Sunday circulation for Oct., 1907, 73,507. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

Minneapolis. Farm Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; mos., 1907 104,100.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

St. Paul. Pioneer Press. Net average circulation for January—July 35,502. Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907 10,685 (C). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, 141,859.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,753. daily. M. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city. Average 6 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY

Asbury Park. Press. 1906, 4,813. Gained average of one subscriber a day for ten years.

Elizabeth. Journal. Av. 1902, 5,522; 1906, 6,515; 1906, 7,247; first 6 mos. 1907, 8,221.

Jersey City. Evening Journal. Average for 1906, 25,005. First six months 1907, 24,059.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Nov., 1907, 69,485.

Trenton. Evening Times. Av. 1906, 14,227; 3 mos. dy. av. Apr. 30, '07, 20,621; Apr., 20,622.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia. Daily News. Average first 6 mos. 1907, 7,404. F. R. Northrup, Special Rep., N. Y.

Brooklyn. N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

Buffalo. Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 22,682.

Buffalo. Evening News. Daily average 1906, 94,690; for 1906, 94,742.

Cornwall. Leader, evening. Average 1902, 6,258; 1905, 6,595; 1906, 6,535; Feb. av., 6,820.

Mount Vernon. Argus, evening. Actual daily average for year ending Oct. 31, 1907, 4,408.

Newburgh. News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (C). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,428.

Benniger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 20,611 (C).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,705.

The People's Home Journal. 554,916 mo. Good literature. 452,500 monthly. Average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Nov. 1907, 8,584; Nov. 1907, issue, 10,000.

The World. Actual aver. for 1906, Morn., 518,664. Evening, 359,057. Sunday, 442,228.

Rochester. Case and Comment, mo., Law. Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady. Gazette, daily. A. N. Liech. Actual average for 1906, 12,053; 1906, 15,809.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 25,206. Sunday 40,064.

Troy. Record. Average circulation 1906, 18,801. Average November, 1907, 20,866. Only paper in city which has permitted A. A. examination.

Utica. National Electrical Contractor, mo. Average for 1906, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh, Times. Sworn statement can be furnished showing circulation of the Raleigh Evening Times, Raleigh, N. C., has not been less than 5,000 since November, 1905. The Times is North Carolina's foremost afternoon paper.

NORTH DAKOTA.

Grand Forks, Normandean. Av. gr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977 September, 1907, 9,775.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 88,869; Nov., 1907, 74,002 daily Sun., 85,545.

Coshocton, Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, dy. Net '06, 2,125; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Dayton, The I. L. U. Home Journal, mo. (Formerly Laborers' Journal). National cir. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal beneficiary order of wage-workers. Sc. agate line. flat rate.

Dayton, Journal. First six months 1907, actual average, 24,190.

London, Democrat, semi-weekly. Actual average for 1906, 3,668; now guarantees 4,000.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 455,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 3,634.

Youngstown, Vindicator. Dy. av. '06, 18,740; Sp. 10,001; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 18,918; Oct., 1907, 21,040. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's-Blatt. Weekly. May 3, 1907, 19,182.

Portland, Journal, daily. Average 1906, 25,578; for Oct., 1907, 28,469. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo.; av. sat 6 mo. 1907, 10,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1906, 7,688. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1906, 17,110; Oct., 1907, 18,545. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Oct., 14,582. Largest paid circula'n in H'g or no pay Philadelphia. Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©©).

 FARM JOURNAL, Philadelphia, has been awarded the (©©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, FARM JOURNAL has the largest circulation of any agricultural paper in the world. The average for 1906 was 551,633 copies each issue.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of October, 1907:

1	234,995	17	229,724
2	236,159	18	231,069
3	236,147	19	229,114
4	230,353	20	Sunday
5	228,430	21	226,306
6	Sunday	22	227,921
7	228,623	23	232,037
8	231,355	24	231,324
9	233,924	25	231,067
10	231,873	26	229,031
11	230,714	27	Sunday
12	229,293	28	226,889
13	Sunday	29	229,188
14	227,123	30	229,289
15	230,256	31	229,309
16	229,506		

Total for 27 days, 6,213,061 copies.

NET AVERAGE FOR OCTOBER

230,114 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Pittsburg, Pa., The Team Owners' Review. High-grade monthly trade paper; first-class advertising medium. Circulates among Team Owners, Hauling Contractors, Transfer, Express, Carting and Draying Companies, the largest consumers of Horse Goods, Saddlery, Stable Supplies, Wagons, trucks, etc.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester, Local News, daily. W. H. Hodgson, average for 1906, 15,237. In its 25th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport, Grit. "America's Greatest Family Newspaper." Aver. 10 mos., '07, 224,111. Circulated in over 13,000 small cities, towns and villages. Home circulation. Guaranteed.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal, 18,051 (©©), Sunday, 21,840. (©©). Evening Bulletin 56,620 average 1906. Providence Journal Co. pub.

Providence, Tribune, Morning 10,228. Evening 21,118; Sunday, 16,220. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N.D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (C), 11,287 copies; semi-weekly, 2,625; Sunday (C), 1906, 12,938. Actual average for first six months, 1907 daily (C), 12,940, Sunday (C), 18,769.

Spartanburg, Herald. Actual average circulation for first nine months 1907, 2,621.

TENNESSEE.



Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Week-day average now in excess of 15,000. The leader.

Memphis, Commercial Appeal, daily, Sunday, weekly. First six months 1907 av.: Dy., 41,783; Sunday, 61,485; weekly, 21,312. Smith & Thompson, Representatives, N.Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, 21,453; Jan., 1907, 23,588; Feb., 1907, 27,871.

TEXAS.

El Paso, Herald, Oct., av., 8,155. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley, Avgr., 1905, 2,527; 1906, 4,115.

Bennington, Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Assoc. of Amer. Advertisers.

Montpelier, Argus, daily. Actual average for 1906, 3,280 copies per issue.

Rutland, Herald. Average 1906, 2,527. Average 1906, 4,226. Average 1906, 4,677.

St. Albans, Messenger, daily. Actual average for 1906, 2,051; for 1906, 3,588 copies per issue.

VIRGINIA.

Richmond, Modern Farming, mo. Average for first five months of 1907, 14,425.

WASHINGTON.



Seattle, Post-Intelligencer (C). Av., for Oct., 1907, net—Sunday 43,826; Daily, 25,808; week day 24,041. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.



Seattle, The Daily and Sunday Times lead all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during first 6 mos. 1907. Nearest rival was beaten by over 134,401 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 26,794 Sunday. Average for Sept., 1907, were—Morning 16,799, Evening 47,457, Sunday 66,801. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday, 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Horner, pub. Average for 1906, 2,440.

Ronceverte, W. Va. News, wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

\$125,000 IN ONE DAY.

On November 15th, at Janesville, Wisconsin, the home of the Janesville GAZETTE, the growers of sugar beets were paid the first installment on their crops. The amount was \$125,000, and went into immediate circulation. The GAZETTE puts you in touch with 30 out of every 39 of the population in this field of ready money. Figures guaranteed.

M. C. WATSON, 1509 Home Life Bldg., New York. A. W. ALLEN, 1002 Tribune Bldg., Chicago.

Madison, State Journal, dy. Average 1906 3,602; Jan., Feb., Mar., 1907, 4,854; Apr., 5,106.



Milwaukee, The Journal, eve., Ind. Average circulation for Oct., 52,459 daily; gain over Oct., 1906, 7,218 daily. Paid circulation ALONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1906 24,480 (C). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



The WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Sept. 30, 1907, 56,086. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.



WYOMING.

Cheyenne, Tribune. Actual daily average for 1906, 5,126; semi-weekly, 9 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; Oct. 1907, 15,015. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 24,559; daily Oct. 1907, 26,207, wy. av. for mo. of Oct., 21,620.

Winnipeg, Der Nordwestern. Canada's German newspaper. Av. 1906, 16,177. Rates 56c. Inch.

Winnipeg, Telegram. Average 6 mos. 1907, 22,961. Weekly av. 19,586. Flat rate, 3½c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1906 daily 106,687, weekly 49,992.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,924 copies daily; the Weekly Star, 128,452 copies each issue.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn.. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 125,925 more than all the other Indianapolis papers had.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

STAR LEADS IN INDIANA.

During the last ten months the INDIANAPOLIS STAR carried 509,587 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1646.69 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thy rate \$1.25 nonp. line, dy & Sy.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Oct., 180,740 lines. Individual advertisements, \$5.75. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1c. a word. No ad taken less than 20c.



CIRCULAT'N **T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.



by Am. News-
paper M'tory

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circul n 25,000. Rate, 3c. per word.

NEW JERSEY.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 3 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

WEKKLY RECORD. Brooklyn—2c.—5,000 sold every Friday. Want Ad medium. 1c. a word.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN INDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 21,040. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.


THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

 **T**HE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

SHOP SHOTS.

There's almost as much in the way you treat customers as there is in the goods you give them.

The best business-making way is a combination of good treatment of the customers, first-class values and bargain-like prices.

Some stores get their business by charging an outrageous price for things and making the purchasers feel as if they were members of the "four hundred."

Better that the cleanliness of your store go unnoticed than that anyone have occasion to remark upon the presence of dirt or cobwebs.

Advertising is a tonic remedy that makes the advertiser stronger for every dose taken, but to stop taking it means a relapse that may prove fatal.

Vanity is a fair mark for the scheming advertiser, and he who learns to take advantage of that universal quality in mankind will be successful beyond peradventure.

No merchant yet has taken advantage of all his opportunities for getting more trade. Probably no merchant ever will, but that is no reason why any man should cease trying.

The store that looks prosperous; that looks as if it were doing business, is the store that will do business. The store that looks dead and dull can be depended upon to be all that it looks.

There's money in side lines if you get the kinds there's money in. Better sleep over night on the questionable propositions of the fellow who has something that you can make a million on.

You expect that in a barber shop men will stand around in their shirt-sleeves, but it looks out of place in a store, and ladies will avoid a place where the clerks have that undressed look.

The merchant who says the way he's always done is a good enough way for him is like the fellow who is trying to win races yet driving his trotter in front of a big-wheeled, steel-tired sulky.

One of the best ways of selling good goods is to have the cheap ones; show them first, then come out with the good ones and the difference between the grades, bearing hard on quality and guarantee.

In new lines of goods is where the profits lie. The old stand-bys that every dealer keeps have the prices all cut to pieces on them. Get the new things ahead of the other fellows and make money on them.

The merchant with no confidence in his store and in himself can count on the public feeling the same amount of confidence that he feels. You cannot impart confidence and enthusiasm if you do not have them.

Frequent change of the arrangement of your show cases gives the effect of new goods received. The same old arrangement month in and month out, no matter how many new goods, looks like the same old stock.

In time of peace prepare for war. Don't be afraid to buy goods for the busy seasons just because there isn't much doing now. The man who is always waiting until the demand begins is never ready for it when it comes.

FRANK FARRINGTON.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,398 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1831. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to **THE EVENING AND SUNDAY STAR.** Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,366.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎), Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,567; weekly, 17,705 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎), Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎), Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎), Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

NEW YORK DRAMATIC MIRRORE (◎◎), The leading theatrical paper of the world.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎)—Most reliable and ably edited.—*Times, Chattanooga, Tenn.*

ARMY AND NAVY JOURNAL (◎◎), First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, best electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎), Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

CENTURY MAGAZINE (◎◎), There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE.**

STREET RAILWAY JOURNAL (◎◎), The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. **McGRAW PUBLISHING COMPANY.**

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 30,791 (◎◎). Specimen copy mailed upon request. **D. T. MALLETT, Pub., 253 Broadway, N. Y.**

THE ENGINEERING RECORD (◎◎), The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **McGRAW PUBLISHING COMPANY.**

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. **McGRAW PUBLISHING COMPANY.**

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarante Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of **The Daily Press**, for 1906, 100,548; **The Sunday Press**, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎), Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,558, flat rate.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eckman.

President, ROBERT W. PALMER,

10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,

10 Spruce St., New York City.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3; 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Dec. 11, 1907.

WHY would not bankers' magazines be favorable mediums for the makers of revolvers these days?

AN unpriced window-show sends many customers by it. When an article is properly priced they may go in and buy it.

It is becoming more and more apparent that the advertising agent who merely "places" copy is being relegated to the back-ground, and the really useful "service agency" is increasing in deserved popularity.

BUSINESS men who are afraid to invest their money in any ordinary proposition that offers ten per cent or more profit think they are getting the worst of it if their advertising does not pay them a great deal more than that. Yet advertising is really but an "ordinary investment."

ENDEAVOR to make no contracts that will bring regrets instead of returns.

Combating Mail-Orders.

The Rutland, Vt., *Herald* has started a local advertising campaign aimed to show purchasers the economy of home buying. The first advertisement occupied nearly one hundred lines, double column, and reads as follows:

LOCAL BUYING vs. MAIL ORDERS

A local man whose eye caught a Chicago firm's advertisement in one of the monthly magazines regarding a Pyrography outfit, submits the following:

By MAIL ORDER.

Outfit.....	\$1.60
Assortment of Woodwork for Burning	1.60
Money Order ..	.05
Postage02
Express on Articles.....	.75
On receipt of same he found two articles broken, returned same—additional postage.....	.08

Total\$4.10

Number of days from time first letter was sent until outfit was received complete..... 12

IF BOUGHT LOCALLY.

Outfit.....	\$1.50
Assortment of Woodwork for Burning	1.40

Total\$2.90

Outfit secured same day that money was spent.

Advertising Department, the *Herald*.

Recently PRINTERS' INK told of a firm of retailers in a Maine town who are successfully combating the "Larkin Idea" of soap merchandising by making a combination offer which is a bigger bargain than that of the mail-order concern. It is by meeting outside competition, and by proper advertising, that small retailers must win against the large houses,—not by attempting to hold up parcels-post legislation and striving to prejudice public opinion without having possession of the right sort of facts. The Rutland *Herald* has gathered together convincing arguments to present to its readers, appealing to their pocket-books, and the present campaign ought to prove of value to the local merchants. Similar work may be done by newspapers everywhere, for the mail-order idea has secured a foothold in every nook and corner of the country.

THE Little Schoolmaster's nursery is particularly crowded with youngsters these days. The latest arrival is the *Business Builder*, published by the C. E. Sherin Company, New York.

ALMOST all American publications will be obliged to leave the Australian field because of the customs duty recently imposed by the Commonwealth upon periodicals in which the advertising pages amount to one-fifth of the entire contents. The duty is so high that it becomes almost prohibitive. Protection oversteps itself when it places a burdensome tax upon reading matter in a country which has not built up a satisfying magazine press of its own.

RECENT issues of the *Pacific Builder and Engineer*, published at Seattle, tell of a variety of fake advertising schemes that have been foisted upon the building material men and architects of the Coast section. All the schemes mentioned are closely related to the fake "list scheme" which was exposed in a recent number of PRINTERS' INK. The paper in question offers this sound advice to those annoyed by advertising hand-books:

When one of these fakers approaches you with a club, call up the principals he is supposed to represent, or refer the matter to a bona fide advertising medium and learn the truth of the matter.

IN New York City the *World* has the largest circulation, by far, of any morning paper. It is exceedingly difficult to give information regarding the other leaders, because the papers themselves do not care to state the exact facts of the case. The latest edition of Rowell's American Newspaper Directory, in the absence of definite and detailed information for the period of one year, accords a rating in excess of 75,000 alike to the *Sun*, *Herald*, *Times* and *American*. A man who says he knows states that the *American* follows the *World*,—a long distance away,—and that the *Times* comes next.

CHARLES STELZLE is superintendent of the Department of Church and Labor of the Board of Home Missions of the Presbyterian Church, with office at 156 Fifth Avenue, New York. He has recently issued some circular and booklet advertising matter that is especially commendable. One circular is descriptive of a Correspondence Course in Applied Christianity, part of which will be devoted to methods of advertising the church. This part of the course is subdivided as follows: the psychology of advertising; the principles of advertising; the construction of advertising; the methods of advertising; advertising mediums; the use of type. The booklet is attractively printed in two colors, with cover, and explains the aim of Mr. Stelzle's department.

The Newark News.

The Newark, N. J., *News* recently made an exhaustive house-to-house canvass of the entire city to determine what newspaper is read in each home. The detailed canvass has been brought together in book form and may be examined at the office of O'Mara & Ormsbee, the paper's New York representatives. From the report it is possible to ascertain what paper or papers enter every house in the city. The total city circulation of the *News*, according to the canvass, is 40,585, and at the time the investigation was made the *News* sent 28,355 copies out of town daily, making a total circulation of 68,940 copies. An observer of newspaper conditions in and around New York likened the *News* the other day to the Kansas City *Star*, asserting his belief that the former paper may be made to serve New Jersey as the *Star* does the outlying country around Kansas City. The *News* is an unusually good paper, and if there is opportunity for its management to grasp new territory, there is no reason to believe the chance will be passed by.

THE Galveston Tribune will take a party of seven to the New Orleans Mardi Gras, chosen by means of a subscription scheme.

R. M. BRINKERHOFF, newspaper cartoonist, has become editor of the house organ of the Toledo Computing Scale Company.

MONTREAL is thriving, and tells of its prosperity in a special edition of the *Daily Witness*, published November 26. The city's population is now approaching half a million.

"OUR DOINGS" is the name of a booklet sent out monthly by Lord & Thomas, giving reproductions of advertisements of the firm's customers. A brief argument is given, also, in favor of advertising in general and the advantages offered by Lord & Thomas in particular.

T. D. MACGREGOR, formerly connected with the Lesan-Gould Agency, St. Louis, Mo., has come to New York to assume charge of the publicity department of the Bankers' Publishing Co. He will conduct a financial advertising bureau in connection with the *Bankers' Magazine*. In St. Louis he handled the advertising of the National Bank of Commerce and has had a wide and successful experience in financial and real estate advertising.

A WESTERN firm recently made use of a novel idea for a window display. They collected from the current magazines all the advertisements pertaining to goods in their line. A big window was filled with these ads, and beside each was the article advertised. Over one hundred such articles were shown. The placard, "We are up-to-date, carrying in stock all these articles advertised in the current magazines," was almost superfluous, as that was just the impression which the display made upon every one who saw it.

The Fortieth Year.

Active work upon the annual revision of Rowell's American Newspaper Directory will begin early next month. During the remaining weeks of 1907 a communication will be sent to each of the 22,898 papers and periodicals whose names appear in the current Directory, and an opportunity furnished them to submit a detailed statement of copies printed for the information of the Directory editor in compiling the 1908 Directory. To prepare such a statement of copies printed as the publishers require, it is necessary to show the average edition issued for the period of a full year. No officially prepared blank is requisite, so long as the statement contains a separate entry of copies printed for each edition during the period of one year. The grand total should be ascertained and divided by the number of issues during the year to show the average number of complete copies printed each issue, and the statement should be dated and signed by the publisher.

GEORGE P. HUTCHINS, who has made a specialty of technical advertising, is now associated with the Homer W. Hedge Company. In recent years he has handled the accounts of the American Manufacturing Co., New York, makers of American Transmission Rope; American Stoker Co. and Erie Foundry Co. of Erie, Pa., makers of mechanical stokers and steam hammers, respectively; New York & New Jersey Lubricant Co., makers of non-fluid oils; Bird Archer Co., makers of boiler compounds for stationary and marine boilers; American Engine Co., Bound Brook, N. J., builders of American Ball steam engines and dynamos; American Diesel Engine Co., New York, makers of the American Diesel engine; Gould Storage Battery Co., and the Armstrong Manufacturing Co., makers of pipe working machinery.

It is much more troublesome to prove that your store is the best in the world than to claim that it is among the best. Why should you overstrain the power of belief?

THE Pacific Coast Advertising Men's Association will meet in regular session in Oakland on January 20, 21 and 22. "Advertising a Municipality" will be the chief subject of discussion.

SHERMAN & BRYAN, advertising agents, formerly at 1 Union Square, New York, have removed to 79 Fifth Avenue. This agency handles the accounts of eighty-one manufacturers of clothing, neckwear, underwear and other articles for men.

THE Kansas City Ad Club is very much alive. On November 21 "ladies night" was observed at a banquet in the Sexton Hotel, November 26 the weekly noon-day luncheons were revived, and last evening Col. Lafe Young, of the Des Moines *Capital*, was the guest of honor at a dinner.

Atlas Club's Officers. The Atlas Club, Chicago, has elected officers for the coming year as follows: W. M. Shirley, president; J. F. Ryan, vice-president; E. F. Clymer, secretary; E. H. Woodman, treasurer.

Mr. Shirley, the new president, has been secretary of the Atlas Club for the past two years. He has been engaged in the advertising business for many years, and is now publisher of the *Ladies' Review* and vice-president of the Clyde W. Riley Advertising System. Mr. Ryan is a director of Lord & Thomas. Mr. Clymer is advertising manager and secretary of the House Beautiful Company, and Mr. Woodman, the new treasurer, is advertising manager of the Rock Island System.

The Atlas Club is composed of one hundred of the leading advertising men of Chicago.

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE, CO
3507 WEST 29th STREET NEW YORK

THE METROPOLITAN MAGAZINE shows a gain of eleven and one-half per cent in advertising in its December issue as compared with the corresponding month last year.

Such a gain, in the face of general business conditions, is, indeed, remarkable.

THE first number of *Athletic News* made its appearance November 30th. It is a four-page weekly; subscription \$1 a year; is devoted to the athletic news of Greater New York, and is edited and published by Lee S. Woodruff.

THE Gies Gear Company, Detroit, has reproduced a telegraphic order for gears, upon Western Union blanks. The idea is extremely realistic, and the size of the order indicates that the Gies Company is not complaining of slack business.

Bank Advertising. The *American Banker*, New York, in its issue dated November 16, inaugurated a Financial Publicity Department, in charge of Edwin I. Haines, the paper's editor. Mr. Haines was formerly advertising manager of the Edison Electric Company, in Brooklyn.

THE *Pittsburg Gazette-Times*, with the issue of December 2d, raised its price from one to two cents; this leaves no penny paper in the morning field in Pittsburg.

THE Rochester, N. Y., *Herald* has issued a statement of circulation for October 30, 1907, showing how the papers were distributed on that day. The grand total, exclusive of free copies, samples, sales to individuals, political parties or organizations, is 21,189 copies. The rating accorded the *Herald* by the 1907 edition of *Rowell's American Newspaper Directory* is as follows:

Copies printed: The daily edition of this paper had credit for an average issue of 16,356 in 1901 and 16,871 in 1903, since which it has not furnished a report, but was credited with more than 7,500 in 1905 and 1906.

The Sunday edition had credit for an average issue of 9,721 in 1901 and 11,781 in 1903, since which it has not furnished a report, but was credited with more than 4,000 in 1905 and 1906.

Winnipeg Advertisers.

The first advertising club of Canada was organized at Winnipeg on November 12, with a charter membership of forty-two. The name chosen was the Advertising Men's Club of Winnipeg. The officers elected are: Honorary president, Horace Chevrier; president, Charles F. Roland; vice-president, George M. Saults; secretary, W. McCurdy; treasurer, Charles C. Lindsay; executive committee, Walter E. Gunn, C. A. Abraham, John Ridington, W. E. Bailey, and H. W. Brodie.

Mr. Roland, in the opening speech, had this to say regarding advertising clubs in Canada:

At the convention of associated advertising clubs of the United States held in Cincinnati in August last, a prominent speaker at that convention remarked that every city of 8,000 and over should have its advertising club. This great Dominion has to-day 39 cities of 10,000 population and over, and western Canada's marvelous growth can add annually to that list others that would be eligible for a National Association of Advertisers of Canada, an organization that I would like to see hold their first convention at Winnipeg in 1908.

To obtain the old rate in the **WOMAN'S HOME COMPANION**, up to and including **OCTOBER, 1908**, orders must be sent before **DECEMBER 31, 1907** :: ::

Present Rate,
\$2.50 per line.

After January 1st,
\$3 per line

Woman's Home Companion

had a larger percentage of gains in advertising during 1907 than any other leading magazine and has already sold more full pages in 1908 than appeared in its pages during all of 1907

Crowell Publishing Co.

11 East 24th St., New York.

S. KNITH EVANS,
Advertising Manager.

JOSEPH A. FORD, Western Manager,
Tribune Building, Chicago.

THE DECEMBER MAGAZINES.

How will business depression affect the magazines?

Advertising managers are optimistic enough. There is an optimistic business, anyway. Most of them admit that advertising patronage has fallen off to some extent, but each protests that it hasn't fallen off as much as he anticipated, and that he is not complaining. His opinion on the present stringency is usually given in a way that would lead the inquirer to infer that probably some of the "weaker" magazines may have been hurt, but that a

SYSTEM

THE MAGAZINE OF BUSINESS

The first issue of SYSTEM, a tiny pamphlet of 20 pages, size 5x7½ inches, carried advertisements for 18 concerns.

11 of these advertisers are using SYSTEM now.
2 have gone out of business.
5 have discontinued. Not one we know of because it did not pay.

Repeat orders tell whether or not magazine pays.

And repeat orders have increased SYSTEM advertisers from the 18 using the first number to 487 who used the September issue. Of these, 242 were users of SYSTEM three years ago. And more than eighty per cent of this grand total had tested and proven the magazine by at least one previous insertion.

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising.)

	Pages	Ag. Lines
Review of Reviews.....	172	38,528
Country Life in America (cols.).....	214	36,820
Everybody's.....	156	34,948
Cosmopolitan.....	146	32,760
McClure's.....	141	31,615
Delineator (cols.).....	224	30,045
Harper's Monthly.....	132	29,568
System.....	126	28,308
Ladies' Home Journal (cols.).....	137	27,400
Munsey's.....	123	27,328
Scribner's.....	119	26,798
American Magazine.....	115	25,900
Century.....	113	25,312
Woman's Home Companion (cols.).....	115	23,142
New Idea Woman's Magazine (cols.).....	161	21,574
Designer (cols.).....	158	21,206
Sunset.....	91	20,776
Atlantic Monthly.....	92	20,748
Pacific Monthly.....	91	20,590
Reader.....	91	20,384
World's Work.....	86	19,338
Outing Magazine.....	83	18,810
Good Housekeeping.....	83	18,669
Success (cols.).....	99	17,028
Bookman.....	70	15,792
Red Book.....	68	15,232
Putnam's Monthly.....	63	14,268
Pearson's.....	62	14,038
Home Magazine (cols.).....	72	13,915
World To-Day.....	61	13,813
Broadway Magazine.....	60	13,469
Current Literature.....	60	13,440
Technical World.....	59	13,415
Ladies' World (cols.).....	66	13,266
Suburban Life (cols.).....	77	13,236
Harper's Bazar.....	59	13,216
Housekeeper (cols.).....	66	13,200
Lippincott's.....	57	12,934
Metropolitan.....	57	12,768
Modern Priscilla (cols.).....	69	11,523
Ainslee's.....	51	11,439
Theatre Magazine (cols.).....	68	11,397
Pictorial Review (cols.).....	65	10,949
The Circle (cols.).....	65	10,930
Appleton's Magazine.....	48	10,906
McCall's Magazine (cols.).....	79	10,825

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO NEW YORK LONDON

	Pages	Ag. Lines
Argosy.....	46	10,304
Popular Magazine.....	45	10,168
Outdoor Life.....	43	9,744
Field and Stream.....	43	9,677
American Homes and Gardens (cols.).....	56	9,380
Out West (Nov.).....	41	9,295
Recreation (cols.).....	54	9,290
Human Life (cols.).....	47	8,780
House and Garden (cols.).....	59	8,555
Garden Magazine (cols.).....	57	8,339
House Beautiful (Nov.—cols.).....	51	7,523
Van Norden.....	33	7,476
American Boy (cols.).....	36	7,375
All-Story Magazine.....	32	7,258
Travel Magazine (cols.).....	48	7,062
Etude (cols.).....	42	7,008
Spare Moments (cols.).....	41	6,790
Gunter's Magazine.....	29	6,707
Star Monthly (cols.).....	44	6,347
Smith's Magazine.....	28	6,286
Blue Book.....	28	6,272
World's Events (cols.).....	34	5,826
Strand.....	25	5,732
Wide World Magazine.....	24	5,376
Health Magazine.....	23	5,194
Musician (cols.).....	31	5,076
St. Nicholas.....	20	4,689
International Studio.....	13	4,675
Benziger's Magazine (cols.).....	23	4,305
Smart Set.....	18	4,172
Transatlantic Tales.....	16	3,610
Railroad Man's Magazine.....	10	2,912
Bohemian.....	11	2,464
New England Magazine.....	9	2,016
Ocean.....	8	1,927
Scrap Book.....	8	1,857
People's Magazine.....	5	1,120

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR NOVEMBER.

(Exclusive of Publishers' own advertising.)

Week ending Nov. 10:

	Cols.	Ag. Lines
Vogue.....	242	37,835
Literary Digest.....	115	16,341
Scientific American.....	56	11,136
Saturday Evening Post...	64	10,880
Life.....	73	10,263
Independent (pages).....	42	9,408
Collier's.....	47	9,074
Outlook (pages).....	22	5,040
Associated Sunday Magazine.....	27	4,970
Christian Herald.....	33	4,028
Christian Endeavor World	21	3,991
Churchman.....	17	2,812
Leslie's Weekly.....	8	1,731

Week ending Nov. 17:

Collier's.....	50	9,526
Saturday Evening Post...	45	7,656
Vogue.....	36	5,634
Christian Endeavor World	30	5,604
Outlook (pages).....	19	4,355
Literary Digest.....	28	4,080
Independent (pages).....	15	3,472
Churchman.....	20	3,228
Leslie's Weekly.....	15	3,138
Associated Sunday Magazine.....	17	3,110
Christian Herald.....	17	2,957
Scientific American.....	12	2,434
Life.....	13	1,923

Week ending Nov. 24:

Outlook (pages).....	96	21,584
Saturday Evening Post...	92	15,800
Collier's.....	60	11,403
Literary Digest.....	54	8,198
Independent (pages).....	35	7,840
Vogue.....	45	7,064
Churchman.....	33	5,318
Life.....	35	4,970
Christian Endeavor World	20	3,748
Christian Herald.....	18	3,130
Leslie's Weekly.....	14	2,964
Scientific American.....	12	2,410

Week ending Dec. 1:

Saturday Evening Post...	55	9,462
Independent (pages).....	39	8,809
Collier's.....	38	7,266
Vogue.....	35	5,638
Leslie's Weekly.....	24	4,882
Churchman.....	23	4,709
Literary Digest.....	33	4,690
Outlook (pages).....	19	4,453
Associated Sunday Magazine.....	20	3,770
Scientific American.....	10	2,123
Life.....	12	1,760

Totals for November:

Vogue.....	56,161
Saturday Evening Post...	43,798
Collier's.....	37,269
Outlook.....	35,432
Literary Digest.....	33,318
Independent.....	29,529
Life.....	28,916
Scientific American.....	18,103
Churchman.....	16,067
Leslie's Weekly.....	12,715

stable result-puller like *McAnybody's* would be the last publication to feel retrenchment in the commercial world because advertisers need it at all times. Interview all the advertising mana-

gers, and you will hear that there are no "weak" magazines.

The worst feature of the stringency seems to be, not its intensity, but the season in which it happened. For the panic came just at the beginning of the annual subscription period, and shortage of currency, temporary halting of industry for lack of cash to pay wages, etc., may continue well past Christmas. As the latter marks the end of the subscription season, it may have an unhappy effect on next year's circulations. A very large proportion of magazine subscription circulation is secured from November 15 to January 1 every year, through special clubbing offers, special advertising pools and the activity of the subscription agencies that quote special rates on groups of periodicals. Subscriptions are peculiar. All through the year they come in according to a steady ratio—that is, if a magazine receives ten subscriptions to-day, it will probably receive eight to-morrow, and twelve the next day, and the current flows on automatically, with little promotion, through every month, because just so many persons all over the country find out each day that they want that magazine, and subscribe for it. But the December subscription season represents a flood tide, worked up by wide exploitation, and taking advantage of the Christmas-gift buying, and putting the magazines most prominently before the public in the month when they are at their best in contents and bulk. To have to meet a financial spasm in this important season, therefore, is not exactly the most fortunate thing that could happen, and on the whole year's business there will perhaps be a perceptible decrease.

The subscription agencies, however, seem to be making as vigorous a campaign as ever, while the number of individual clubbing offers among publishers, apart from these agencies, appears to be as great as last year. Special rates will undoubtedly

bring subscriptions in hard times, and the magazines have the benefit this year of a carefully worked up annual subscription propaganda that has, for the past five years, shown successive increases in subscriptions. It is usual to speak of the magazine as a luxury. But is it? The American public counts reading matter a necessity, and buys periodicals around Christmas just as it buys coal. Both are necessary in the family. When a twenty-five-cent monthly, a fifteen-cent one, and a ten-center can be had for a whole year for three dollars, and such rates are quoted on endless combinations of periodicals by a subscription agency, it stands to reason that people are going to buy them as necessities, while the old charge against the clubbing offer, that it gives the purchaser one magazine he really wants and two he never reads, falls to the ground of its own weight. Some of the combinations in the subscription agency catalogues this year offer values that are striking, compared with the news-stand prices of the same publications. Two fifteen-cent monthlies for \$1.65, three for \$2.30, etc., as compared with \$3.60 and \$5.40 respectively for the same magazines when bought on a news-stand month by month, are bound to bring subscription business. And the circulation manager, in times like these, has the comfort of knowing that only from fifty to seventy-five per cent of subscription circulation comes to even the best family magazines. His news-stand sales, depending on trifling individual purchases from month to month, and week to week, are fairly stable. The only thing he has to regret, therefore, is that hard times will probably prevent his running circulation averages up beyond what they were last year—which is the most unfavorable point in the situation as seen by the advertising manager, too.

MAGAZINE NOTES.

The *Automobile's* subscription price will be advanced January first from \$2 to \$3 a year.

The cover of *Country Life* this month is particularly attractive. For effective coloring it has seldom, if ever, been excelled in magazine cover designs.

The *Delineator's* "Child Rescue Campaign" is attracting wide attention. The aim of the magazine is to bring together the child without a home and the home without a child. Three hundred requests for homeless children were received after the first appeal, made in the November issue.

The *Delineator* shows a very remarkable gain in advertising carried this month over December, 1906. The magazines appealing to women are the only ones, as a rule, which can talk "figures" very successfully this month, and the *Delineator* has a greater chance here than any of the rest.

HE WOULD HAVE DOUBLED HIS MAJORITY.

NEW YORK, NOV. 30, 1907.

Editor of PRINTERS' INK:

We have read with interest the announcement in PRINTERS' INK of the election of James A. Johnson, president of the San Francisco Ad Club, to the office of Supervisor in that city.

We note that his campaign was conducted principally through out-door advertising, the result being his election.

We also observe your comment regarding the fact that the Ad Club did not use newspaper space and wonder what, in your opinion, would have been the result had they done so—would he have lost the election—or, would he have been elected for two terms?

Very truly yours,

O. J. GUDE Co.,

W. S. Yerkes,

2d Vice-Pres. and General Mgr.

POSTAGE PREPAID.

27 Gooch St.,

BIRMINGHAM, Eng., Nov. 19, 1907.

Editor of PRINTERS' INK:

I am greatly obliged for yours of 2d inst. to hand. A few hours before, while I was out, Mr. Seth Brown's letter from Chicago came to hand, and characteristic of all good Americans it was short of the foreign postage and my assistant refused to take it in. At my brother's business every letter sent to America is rubber-stamped thus:

Parcels, Letters, etc., Not
Prepaid Enough, Get Re-
fused Here.

My experience is that Americans are the only and invariable offenders (your favor is the great exception) in this respect.

JOHN COLE.

Don't tie yourself up to the wrong side of the street just because you have been there a long time. It takes a radical change to make a big success. If you want to be noticed, do something noticeable.

WITH ENGLISH ADVERTISERS.

It is interesting to notice the difference between the articles advertised and the advertising propositions put forward in England and the United States respectively. There are, for instance, in the States, several breakfast foods, which are largely advertised, whereas, on this side, there are only one or two, and with regard to these, their use as a breakfast food is not the point which is most emphasized. Again, the epidemic of advertising of real estate in America has no parallel on this side, and there is no English advertiser advertising in anything like the same fashion, as that in which the sales of the Ostermoor Mattress are pushed on the other side. With regard to dry-goods advertising and that of the big department stores, our methods here are gradually approximating to those there.

One of the most curious differences is, however, found in the apparently inordinate number of English advertisements of preparations for promoting hair-growth and preventing baldness. It is hardly possible to pick up one of the big dailies or magazines of large circulation without coming across one or more advertisements of preparations of the type referred to. Whether there is anything in the British climate that promotes baldness, or whether the English dread of going bald is greater than it is elsewhere, is a problem I will not attempt to solve, but the fact remains.

Some ten or a dozen years ago there were two rival preparations which strenuously competed one against the other—Edwards' "Harlene" and "Koko for the Hair," and these two kept the game up merrily for years. Then, "Tatcho" entered the field, backed by the name and popularity of George R. Sims, well-known as a brilliant journalist, novelist, and dramatic author. "Tatcho" was at once advertised with unde-

niable brilliancy, by means of interviews with Mr. Sims, portraits, fac-simile signature, humorous drawings, dainty blocks, window displays, special trial offers, coupons in the form of bank notes and checks, and scores of other advertising devices. All these means were adopted with striking success.

Soon it became a sort of war of extermination, and then, later, another advertiser came out on somewhat similar lines. All the papers were then flooded with Free Trial offers by an advertiser calling himself Craven Burleigh, and with regard to this scheme the backbone of it was an efficient follow-up system. Those who know the inner working of the business would say the follow-up system in this particular instance was about as good as it could be, and it achieved a large measure of success.

All the various preparations referred to were intended for outward application, and it would have, therefore, been a fairly hard job for any one to have made anything like a successful showing on the same lines; but a new advertiser entered the field, with the startling theory which ran counter to the whole idea of his rival's preparations. "Capsuloids" were brought out, and the keynote of every advertisement was the theory which is best stated in the proprietor's own words, which we therefore give below:

When the roots are not healthy and strong, or when they are affected by germs, your hair will not—indeed, cannot—grow.

That is why nothing can be any good for hair which is falling out or prematurely gray except Capsuloids, because the harmful germs which injure the hair can only be gotten at through the blood; and the only remedy which can reach them through the blood is Capsuloids. It is utterly useless to rub stuff on the scalp, because it cannot get down to the germs. Capsuloids contain nothing which can in any way injure the stomach, or any other part of the body.

Every advertisement, and even the transparent tickets, placed on the windows of omnibuses, have a diagram of the microscopic structure of the hair-glands, and

other vessels which nourish the hair, the whole point, of course, being the proof of the impossibility of making the hair grow by any outward application. Copy of the sort that follows sounds feasible:

This diagram shows that the hair is attached or fastened only at the bottom, which is its root, where all the growing occurs, and that no nourishment of any sort can reach it through the sides. You can also see that it gets its nourishment altogether from the blood, which is carried to the bottom of each hair in a little artery. This blood, after nourishing the hair, passes out in a little vein. Considering that the hair falls out or turns prematurely gray, because germs settle in the growing cells, and rapidly multiply, it is clear that they must be killed, and the growing cells of the root nourished and built up, before the ailment can be cured. This diagram enables you to see how thick a person's skin really is, and how impossible it would be to rub any preparation through the skin, which is made up of all those cells of different shapes, and through the other tissues, and down to the growing cells in the hair roots, where the germs are doing their harmful work. There is as much sense and reason in claiming to rub food or nourishment down through the skin and into the hair roots, as there would be in claiming to satisfy a hungry man by rubbing food through his skin into his system, and thereby satisfying his hunger.

It required a good deal of advertising pluck to run full tilt in this way against all popular notions, as to the right way to cure baldness, and to persuade the public that the only way to cure it is by swallowing an internal remedy. Obviously, no one outside the offices of the company can tell what success has been achieved, though it is very clear from the volume of advertising done that it must have been more than satisfactory to the advertisers.

It is interesting to notice that the "Tatcho" advertising is attempting to meet the "Capsuloids" proposition by referring to the "superstition"—that baldness can be cured and falling and gray hair arrested, by douching the scalp with ordinary hair-oils and pomades, such as to-day go under the name of so-called "Hair-growers," "Dressings," or "Tonics," or a "combination." The "Tatcho" copy we are looking at

then goes on to speak of "The remedy discovered, used, and privately distributed by Mr. Geo. R. Sims. To this remedy, known as 'Tatcho,' the medical profession has become soundly converted, and it would probably be difficult to discover a single doctor who does not prescribe it."

The proprietors of Edwards' Harlene have also struck out a line of their own, and are running a series of advertisements entitled, "Hair Drill." Probably the best way to show the application of these rather enigmatic words will be found in quoting the opening of a recent advertisement. "Have you ever heard of 'Hair Drill'? No? Well, every hair of your head is a little soldier. The duty it shares with its more or less numerous fellows is that of maintaining the temperature of your brain at normal." Later on the question is answered as to the way in which the hair may be drilled, the various types of hair illness are enumerated, and every reader, if his hair is unhealthy, is entreated to find out by means of a week's free test drill what is the right way of caring for it; finally, there is an offer of a sufficient supply of "Harlene" to carry out a week's trial in return for the sum of threepence.

Here again, it is impossible to tell what success has rewarded the advertisers, but the fact that this "Hair Drill" idea has been used for some months now rather suggests that it has attracted the public. One would expect this to be so, because the title of the various announcements is a challenge to the reader's curiosity, and the fact that the phrase is so unusual tempts even those who are professionally engaged in advertising and tired of seeing advertisements to find out what it is all about. When the advertiser finishes with a concrete proposition such as the free trial for threepence, one might fairly expect a good crop of replies.

By way of showing the possibility of another way of getting the attention of those troubled by

the condition of their hair, we quote from one of a series of reading matter advertisements issued by Warner Oliver, who informs "People whose hair is falling, whose scalp is dirty and irritable, or who are becoming bald or gray," that they "should leave all 'cure-all' specifics alone." This gentleman insists on the fact that "Certainly it is true that people who are ever saturating their scalp with one or other of these specifics, or who are trying to make their hair grow, by swallowing some digestion-upsetting preparation, never possess healthy, luxuriant and good colored heads of hair." This all leads up to the fact that "Mr. Warner Oliver, the eminent consultant on the hair" will send a free book of advice, as a result of which it is, of course, hoped that the reader will consult the advertiser. It will thus be seen that there are a variety of propositions being made to the bald, or those who fear this condition, and that a great deal of ingenuity has been displayed in making the proposition fresh and unique. Possibly, in a short time there will be so many advertisers in the hair improvement line that the expense of advertising will become prohibitive and that all except one or two will have to drop out. No phenomenon is more puzzling than the way in which half-a-dozen advertisers will all rush into the same field which, after all, may be but a limited one, with the result that a large amount of money is spent with a comparatively small amount of advantage being gained. One or two advertisers might do well, but the half a dozen only cut one another's throats.

F. W. SEARS.

BUSINESS GOING OUT.

The Morse Agency, Detroit, is sending out renewals for Herpicide to newspapers.

The Root Newspaper Association, New York, is asking for rate cards, from newspapers.

The Kline Agency, Ridgeway, Pennsylvania, is asking rates from newspapers generally.

The No-Hair Chemical Company, Philadelphia, is asking rates from newspapers direct.

Vinol copy, 400 inches, is going to newspapers through the Wetherald Agency, of Boston.

The Long-Critchfield Corporation is now preparing and placing advertising for Golden Harvest Breakfast Food.

Ben Leven, Chicago, is using 560 lines, 1 time, in large daily papers for the *American Business Man*, Dayton.

George B. Van Cleve, New York, is placing 1 time orders, 35 lines, with newspapers for Harriet Meta, Syracuse.

The Amsterdam Agency, New York, is using 14 lines, 20 times, in newspapers for the Hotel Bellevue, Belleair, Florida.

Ben Leven, Chicago, is using 285 lines, 1 time, in newspapers for the Illinois Kaolin Company, of that city, financial.

Ayer & Son, Philadelphia, are using 2 inches, 13 times, in weeklies, for D. M. Ferry & Company, Detroit, seedsmen.

E. N. Erickson, New York, does not expect to send out any of the Allcock Porous Plaster copy until after January 1st.

The Merrill Agency, New York, is placing some business for the Tampa Bay Hotel, Tampa, Florida, on the exchange basis.

The Sherin Agency, New York, is making 4,000 inch contracts with newspapers for New York & Kentucky Allied Interests.

H. E. Bucklen & Company, Chicago, are placing renewals direct with southern newspapers, advertising their patent medicine.

The R. H. Shumway Seed Company orders are being sent out now by the Long-Critchfield Corporation to southern farm papers.

The Sharpe-Kilmer Company are sending out some Swamproot copy to newspapers, 1,000 inches to be used within 18 months.

Rudolph Guenther, New York, is using space in newspapers for the Crown Prince Gold Mining Company, of the same city.

The Mackay Company, New York, is using space in Sunday papers to advertise its drink cure through Dauchy & Company.

The book department of Charles Scribner's Sons, New York, is using 170 lines, 1 time, in newspapers; business being placed direct.

Ayer & Son, Philadelphia, are using space in weekly newspapers, 2 inches, 4 times, 1 time a month for J. J. H. Gregory & Son, Marblehead, Massachusetts.

C. E. Ellis, New York, is using Sunday colored supplements, half pages, to advertise his different periodicals; business being placed direct.

The Metropolitan Advertising Agency, New York, is using 140 lines, 1 time, in newspapers for Potter, Chote & Prentice, bankers, of the same city.

W. F. Hamblin & Company, New York, are sending out display notices to a number of newspapers for the Merchants' National Bank, of the same city.

The Massengale Agency, Atlanta, is using 6 inches, 91 times, every other day, in southern papers, for the Coca Cola Bottling Company, of the same place.

"Pankako" copy for the newspapers and bulletin boards in Chicago, Kansas City and Peoria, will soon be ordered run by the Long-Critchfield Corporation.

The D-Zerta Food Company, Rochester, is using 1 inch space daily for a year with newspapers; business going direct and through E. P. Remington, New York.

Hall & Ruckle, New York, are holding up the Sozodont advertising until the return of Mr. Hall, who is at present abroad. Business will then be placed direct.

The Frank Presbrey Agency, New York, is placing 2,000 lines with newspapers for the St. Regis Hotel, of the same city, on the exchange basis—rooms and meals.

Homer W. Hedge is making contracts with newspapers, 1,000 to 5,000 lines to be used within a year, for the White Company, Cleveland, makers of sewing machines.

The Grandin Agency, Battle Creek, is making contracts with newspapers, 2,800 to 3,000 inches, to be used within 3 years, advertising Postum, Grapenuts and Elijah's Manna.

C. Ironmonger, New York, is placing a line of advertising for the Buchan's Soap Corporation with newspapers in the smaller cities where dealers can be obtained to handle the goods.

The Aldine Laboratories, New York, are placing reading notices with newspapers in Georgia and other States where prohibition laws have been passed for the Watman Institute.

The Frank Presbrey Agency, New York, is making contracts with newspapers, from 2,000 to 3,000 lines for the St. Regis Hotel, New York, on the exchange basis—rooms and meals.

The Long-Critchfield Corporation is placing contracts for bulletin boards on Koffee-No in Chicago and Kansas City, the newspaper campaign still continuing in both these points as well as in other points throughout the country.

The Kastor Agency, St. Louis, is using space in Sunday and weekly newspapers for J. Rieger & Company, Kansas City, mail-order whiskey.

The Curtis Publishing Company, Philadelphia, is sending out large copy, totaling one hundred and one-half inches in 3 insertions, to newspapers; business being placed by Ayer & Son.

Two time, 153 line, double column copy is going out from the New York office of the White Automobile Company, business being charged to the Homer W. Hedge Agency of the same city.

The Seven Sutherland Sisters, New York, are using space in newspapers where they can get drug and department stores to take a quantity of their hair restorer; business being placed direct.

The Foster Debevoise Company, New York, is placing advertising for the Royal Mail Steam Packet Company, in newspapers; copy to begin in December, 21 inches, 26 insertions, every other day.

The Morse International Agency, New York, has secured the Dr. Lyon's tooth powder account and will make contracts with newspapers after January 1st; papers on the old list being used.

The Solid-Hed tack, made by the Hawkes-Jackson Company, New York, is again being advertised in women's publications by W. F. Hamblin & Company, of the same city, after discontinuance for a time.

BOSTON NOTES.

The Wernham Mfg. Co., Box 1549, have been asking for rates from magazines on 6 months' advertising.

Mr. Charles Parr, Tremont Temple, Boston, for many years business manager of the *Watchman*, is now representing the *Travel Magazine* and Elbert Hubbard's publications.

The Reversible Collar Co., 87 Milk st., is planning a magazine campaign for 1908. Quarter pages, 12 times, will be contracted for. The business is placed direct by Mr. Gilman.

John Wood, of Wood, Putnam & Wood, has just returned from a trip to Detroit, Michigan, and is now making up the list for Berry Brothers, for the advertising of their varnishes.

H. E. Ayres & Co. are adding some more papers to the list for Bald Eagle Whiskey. They are also asking for rates from newspapers for three months' advertising of a new account.

A. A. Rothenberg, 42 Court street, is asking for rates from all the leading magazines. He is planning to advertise a new pencil-sharpener, starting in the February magazines, with about 50-line copy.

The W. F. Smith Co., Broad street, is making extensive plans for a large campaign exploiting Smith's Buchu Lithia Pills. The business is to be placed by the J. Walter Thompson's Boston office.

Newspapers are being used by the Hazen Confectionery Co. in several sections of the country. Mr. Louis Kingman is in charge of the advertising, and the business is placed through Lord & Thomas.

Copy is going out every week to appear Fridays in a large list of New England dailies for the advertising of the Boston *Sunday Globe*. The account is handled by Mr. Stevens, of the Geo. B. Van Cleve Agency.

Friend Brothers, bakers, are using New England newspapers with large copy. Mr. Jordan of the Shumway Agency is placing the advertising. He is also sending out additional contracts for Daniel Webster Flour.

L. C. Page & Co., publishers, are using metropolitan newspapers and a select list of literary magazines for their Christmas announcement of books. The business is placed by Mr. Harmon of the Morse International Agency.

A list of magazines is being made up by Hewes & Potter for the advertising of the Bulldog Suspender. Mr. Bunning, the advertising manager, is also using a large list of small newspapers and publications of all classes on a contingent basis.

R. T. Hale, formerly of the Bobbs-Merrill Co., is now business manager of Small, Maynard & Co., Boston. Mr. Hale is doing extensive advertising in large newspapers and magazines for their line of new publications. The business is placed by the C. F. Wyckoff Co.

Wood, Putnam & Wood are adding additional publications to the list for Gillette Safety Razor. The plans for 1908 include a large list of publications with page copy. Wherever possible, preferred positions are being contracted for. The account is handled by E. F. Gould of this agency.

Collier's Weekly has been doing extensive advertising in Boston and neighboring towns for their story on Mayor Fitzgerald. This plan was formulated by Wood, Putnam & Wood, and it is reported that the issues of *Collier's* containing this story have had a very large sale in this territory.

The Southgate Advertising Agency is using women's publications page copy for the advertising of the Suffolk Silk Co. In many cases back covers and three color pages are being contracted for. The business is entirely mail order and it is reported that the results are extremely gratifying.

Mr. Briggs of this agency is sending out copy on a new book published by Dana, Estes & Co., entitled "Money and Investments."

The Barber Agency is using a few agricultural mediums for the advertising of Coles the Watchman, and the Nightlighter Co.

The heart of the New England solicitor has been gladdened by a new large account developed in the field. It is F. W. Bird & Co., East Walpole, Mass. The business is handled by Mr. Townley of the Frank Presbrey Agency. Contracts are now going out for a large list of magazines for eight half pages.

The Wetherald Agency has gone over the entire Lydia Pinkham list and is now adding more papers through the country. The contracts are for 1,000 inches in the dailies. Mr. Hitchcock of this agency is sending out contracts for the Emerson Shoe Co., and is also handling the appropriation for Dr. Sloan's Liniment.

Charles Marble, who has been with the H. P. Humphrey Co. for several years, severs his connection with this agency this week to accept a position with the *Modern Priscilla*. Mr. Marble is to have charge of the promotion department of the magazine. In future his accounts will be handled by Mr. Belatty of the Humphrey Agency.

The next meeting of the Ad Men's Club of Boston is to be held December 18th at the Boston Yacht Club. This dinner is to be the Christmas Festival and extensive plans are being made by the directors for a novel entertainment. It is rumored that Santa Claus is to be present with appropriate gifts for every member and guest at the dinner.

Some of the New York magazines have had a half-page advertisement of the Glazier Stove Co., Chelsea, Mass. Solicitors from magazines and newspapers have been unable to locate this firm; and it is now learned that the address is wrong, the Stove Co. referred to being in Chelsea, Mich. Solicitors may therefore cross this advertiser off their list in New England and save a trip to Chelsea.

Mr. Gould, of Wood, Putnam & Wood, has distributed a large poster which has caused a good deal of meritment among the advertising fraternity. It reads:

"FOODS FOR THOUGHT.

We are advertised by our loving friends.—Mellin.

We are loved by our advert^{ts} friends.—Gould.

When they get the order."

J. A. & W. Bird, India street, are making up a list of agricultural mediums for the advertising of Rex Flintkote Roofing. This house has just put a new roofing on the market which is applicable to dwelling-houses and buildings of all description. This product will be advertised in the spring in a large list of general magazines. J. D. Adams is advertising manager of this concern, and the business is placed by Mr. Johns of the George Batten Agency.

Success Magazine

A Periodical of American Life
New York

HERE ARE 3 REASONS

for the large volume of high-class advertising appearing regularly in this magazine:

1. Our broad guarantee to subscribers of the reliability of every advertiser using "Success Magazine," and the protection we offer our readers in their trading, has made a big hit with our clientele—who are among the *most responsive class*.

2. Every advertisement is so placed alongside of or opposite the *best of reading matter* that it must be *seen and read*.

3. The large bona-fide circulation, exceeding 300,000 monthly, was never higher in quality.

Use "Success Magazine" and prove the soundness of these reasons.

Yours for definite results,



Advertising Director.

MORE CIRCULATION FOR LESS MONEY

is given by

The Buffalo Daily Courier and Enquirer

Sworn Circulation \$3,982

and

THE SUNDAY COURIER

Sworn Circulation 90,560

Than by any other papers in Buffalo. It is a circulation in the homes, too, and pays advertisers.

Key your advts. and compare results.

W. J. CONNERS, Proprietor
W. S. Bennett, Business Manager

HAND, KNOX & CONE CO.

Foreign Advertising Representatives
BOYCE BLDG. BRUNSWICK BLDG.
CHICAGO NEW YORK

LIFE

The Only One of Its Kind

1883—25 YEARS—1908

Those who should know are responsible for the statement that LIFE has on the average ten readers per copy. They will all want to secure and preserve our

Twenty-fifth Anniversary Number

dated January 2, 1908, which will contain

A New Drawing

By CHAS. DANA GIBSON

Birthday Poems

By JULIAN HAWTHORNE and
EDWARD S. MARTIN

Reminiscent Articles

By JOHN A. MITCHELL, JAS. S.
METCALFE and TOM MASSON

Also, a Reproduction of part of the first Number of LIFE, a number of special illustrations, with special text, by LIFE'S best artists and contributors.

Forms Close December 18th.

Rates, 60 cents per line,
Magazine copy; \$250.00
per page, Life copy.

JOSIAH JUDSON HAZEN

Advertising Manager

17 WEST 31st ST., NEW YORK

**LIFE PUBLISHING
COMPANY**

The Pacific Monthly

Has made

Greater Gains

during the past twelve months in every way,

**Editorially Artistically
Mechanically**

In Circulation and Quantity and Quality of Advertising than any Leading Monthly Magazine.

If you doubt this statement ask those who are posted on such matters—leading Newsdealers, Advertising Agents, and Readers.

And Why Such Progress?

BECAUSE—It is *the popular Home Magazine of The Great West.*

BECAUSE—Westerners everywhere are its proud and loyal supporters. It is **their own** magazine.

BECAUSE—The West is the most progressive section of *the entire world.* It is experiencing the greatest industrial and commercial growth.

Look among the advertising pages of **The Pacific Monthly** and you will find the best class of National Advertisers—keen, shrewd advertisers who are governed by **results** only. They were quick to recognize the value of **The Pacific Monthly** as **the magazine** with which to reach the homes of the West.

Don't you think it a matter worthy of your careful investigation? Let us tell you more about it.

A. M. THORNTON, Mgr. Eastern Office,
1408 St. James Bldg., New York.

The Pacific Monthly Publishing Company

Portland, Oregon

COMMERCIAL ART CRITICISMBy **GEORGE ETHRIDGE**, 41 Union Square, N. Y.Readers of *Printers' Ink* will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Mr. Joseph Ullmann, of St. Paul, either sells or buys or manufactures furs and similar products, and in the small advertisement marked No. 1, he announces that the world is his

he will probably find a design like No. 2 more useful, inasmuch as it is simple, clear, and offers space for telling what Mr. Ullmann really does.

* * *

**NO. 1**

field. Just by way of conclusive proof of this fact he shows a picture of the world in his advertisement—a most original and valuable idea.

If, however, Mr. Ullmann

**NO. 2**


should ever desire to advertise his business instead of a large slice of the Eastern Hemisphere,

Standing upon the bridge at midnight, somewhere near St. Louis, Mo., a dense cloud of soft coal smoke discloses the exact location of the St. Louis Well Machine and Tool Company. All the rest of the landscape is dim and indistinct, but the plant of this company is as discernible



with many good points. The smoker might have good grounds to fear that the wrapper would work loose—a fault common to cigars that don't deserve the name of "Perfection."

If the sole purpose of an illustration is to attract attention,



PERFECTION

All Havana

Long Filler

**All Made of
The Best Stock**

5c Size 10c Size
15c Size 20c Size
25c Size

25 in a Box
50 in a Box
100 in a Box

The Wrapper Fits Tight

CIGAR

Perfection Cigar Co.
141 5th Ave. New York City

this certainly fills the bill, but whether it will sell cigars or not is a different matter. A man who argued that it would, or would not, would be very rash.

* * *

"I'll write to them this very day,
For lowest terms and prices pray;
And evermore from worry free,
Henceforth I'll live most happily."

The advertising bard of the Webster Company is responsible for this remarkable poetic effusion, and he has written five other Trade Paper stanzas in the same vein.

They touch upon innumerable points, as designated by the star, and cover such a wide range of sentiment, to say nothing of

Business, that we are reminded of an episode in the life of that other Webster, Daniel, when he was practicing Law.

He listened patiently to his opposing lawyer, a young man, who made a scattered plea, touching upon every known pro and con of the case. When it came his time to address the jury, he said:

"Gentlemen—(and Webster had a way of saying things) "our learned friend has spoken on every topic possible in connection with my client—his family, his birth, his good name, and his bad, his future prospects and his guilt. I wish only to speak of one—His Innocence," and Webster let it go at that.

He won the case.

There are five points to the



THE WEBSTER

STAR BRAND

F. S. WEBSTER COMPANY
332-342 CONGRESS ST.
BOSTON - MASS.

Webster advertising star—all poetical points, with another effort in the middle for full measure. Now we doubt if even a Longfellow, a Poe or a Wallace Irwin could deal, poetically, with so unsentimental a subject as typewriter ribbons and make the verses successful, why, then, F. S. Webster Co. The necessity of twisting the magazine around, in order to bring the copy within the correct focus and angle of the eye, adds another disagreeable factor.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

GOOD chance for Ad-writer in N. Y. or Bklyn to buy Cut Proposition cheap. "INTERVIEW," care P. L.

WANTED—Position as advertising manager of manufacturing concern in Middle West by experienced man. "J. M. S., Printers' Ink."

PRINTER with well-equipped plant wants monthly publication to print. CHAS. M. GWILLIAM, Paulsboro, N. J.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

SEND 10 cents for a free lance booklet for folks who have no faith in credit. C. DE VOS, Coopersville, Mich.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Advertising solicitor, who has had experience, to work on a daily in a town of 35,000 people. Address, giving full particulars, "K. 442," care Printers' Ink.

ADVERTISER seeks position as General Agent for Europe for printing material. Write in French, "E. B.," 6 avenue du Chalet, a Joinville-le-Pont, Seine, France.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPL&TON," care Printers' Ink.

WISH TO PURCHASE—Small daily or good-sized weekly newspaper or trade periodical. Will pay spot cash. Give full particulars to command attention. Address BOX 46, Dayton, Ohio.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and Mail-Order dealer. Best "Ad School" in existence. Trial subscription, 10c sample copy free. ADVERTISERS' MAGAZINE, 815 Grand, Kansas City, Mo.

WANTED—One or two high-class magazines to represent in the New England field. Young man familiar with this territory desires to make such a connection. Salary or commission. Address "BOSTON," care Printers' Ink.

AD WRITER—Active young man of 25, forcible business-getting writer, familiar with all details of the business. Six years' valuable experience; real, live hustler. Desires position as assistant to advertising manager of department store, manufacturer or publication. Address "A. A. B.," care Printers' Ink.

ADVERTISING MAN open for immediate connection. Eligible and thoroughly capable of successfully filling the positions of advertising or sales manager with most any progressive manufacturing concern, advertising manager or representative of a newspaper or magazine, or manager of an advertising agency. "S. H.," P. I.

WANTED—Advertising men. Experienced Writers, Managers, Solicitors; also openings for Executives, Bookkeepers and Accountants, with publishing experience. Write us today, stating age, experience and position desired. Service confidential. HAPGOODS, 305 Broadway, New York, or 1019 Hartford Building, Chicago.

POSITIONS NOW OPEN for managing editor Ill., \$25-35; night editor, Pa., \$20-25; city editor, N. J., \$25; circulation manager, Ohio, \$15-20; advertising solicitor, Minn., \$25-30; Ill., \$20; Pa., \$15-20; news foreman, Ill., \$25-25; ad-compositor, Conn., \$21. Linotype operators, union scale; reporters, \$12-18. Booklet No. 7 is free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

YOUNG man (26 years old) desires position January 1st as representative of magazine in Chicago or elsewhere. Six years' experience in mail-order and advertising business. Well acquainted with Chicago agencies. References furnished. "W. H. A.," No. 10 Swift Building, Cincinnati, Ohio.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 25 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 471 Metropolitan Annex, New York.

PRINTING.

OUR choice of printing consumers keep us continually busy. On receipt of your data, we can easily demonstrate whether or not your choice and ours is identical. Perhaps it may lead to mutually profitable business! Who knows! Why not write now THE BOULTON PRESS, Drawer 94, Cuba, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

GARFIELD ADVERTISING COMPANY, 1360 Broadway, New York, General Advertising Agents. Mail order and classified advertising a specialty.

ALBERT FRANK & CO., 55 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

THE CHARLES WILLARD MYERS ADVERTISING AGENCY Wichita, Kansas, opens the gate to the Great Southwest. Advertising of all kinds placed in publications that are profitable in results. We specialize in weekly publications, and our lists include the ones that reach the "Great Middle Class," the class that "buys things." Correspondence solicited.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 660 7th Ave., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.65. Delivered when cash accompanies the order. Sent for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

ADVERTISING MEDIA.

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

MOTORS.

SOMETHING NEW. Variable Speed Alternating Current Motors

for Printing Presses; 300 to 3,000 impressions per hour; reversible at any speed. Sues. 5 to 5 horse-power. Write **GUARANTEE ELECTRIC CO.**, Adams street, Chicago.

BILLPOSTING AND DISTRIBUTING.

8,000 PASSENGERS DAILY

from Danville-Illinois Interurban Station. Electric lines run through rich farming country and into the mining districts; rich farmers, well-paid laborers, the kind of people you want to reach. Advertising space, 25x35 inches, \$1 per month. **R. C. PARKS**, Danville, Illinois.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins **\$5.** Any printing. **ACME COIN CARRIER CO.**, Burlington, Ia.

ADVERTISING NOVELTIES.

USE advertising novelties. Buy direct; 2 samples, 10c. **J. C. KENYON, Mfr.**, Owego, N.Y.

EVERY conceivable kind, from all manufacturers. **E. W. FRENCH CO.**, 1 Beekman St., opposite Postoffice, New York.

10 **SAMPLE ADVERTISING NOVELTIES**, all different, on receipt of 10 cents. **L. E. DOWDELL**, Valparaiso, Ind.

POSTAGE STAMPS.

25 **OFF**, un gummed, unused U.S.; c.o.d. **ORSER**, Buyer, 2404 Milwaukee Ave., Chicago.

TYPEWRITTEN LETTERS.

IMITATION TYPEWRITTEN LETTERS

I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing

TYPEWRITER RIBBONS EXACTLY MATCHING.

Send for samples and prices. You will wonder how it's possible for me to produce such perfect work at so low a price.

To those operating their own Multigraph departments I am prepared to furnish supplies at the following prices

Multigraph Ribbons, 8 inches wide, black, blue, purple, green or red, per dozen..... \$15
Typewriter Ribbons, exactly matching, per dozen..... \$4

Special prices to large users.

M. M. ROTHSCHILD
Circular Letter Specialist
96 Fifth Ave., Chicago, Ill.

COIN CARDS.

\$3 **PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PAPER

B **BASSETT & SUTPHIN**,
63 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

ADDRESSES.

LIST of 4,000 School Teachers; price \$5, or \$2 per thousand.

FREDERICK C. KEBERHARDT,
522 9 Stephen Girard Building, Philadelphia, Pa.

INDEX CARDS.

INDEx CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

STEREOTYPE OUTFITS.

COLD simplex stereotyping outfits. No heating of type in the Cold Simplex Stereotyping Process. Superior plates. Booklet for two stamps. **HENRY KAHN**, 240 East 33d Street, New York.

ADVERTISEMENT WRITER.

FOR \$1.00 you can get 12 Retail Grocery ads or 12 Retail Jewelry ads, all new, from **T. M. BARKER**, Advertising Manager, Room 8, Greenfield Building, Columbia, S. C. Money must accompany order.

BOOKS.

Forty Years an Advertising Agent

BY **GEORGE P. KOWELL**.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages. 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

BOOKLETS.


BOOKLETS 1 M. \$10 | 4 M. \$22
2 " 14 | 5 " 26
3 " 18 | 10 " 40
8 pages, 5 1/4 x 3 1/4. Good paper. Sample free.
THOMAS H. STUART, 45 Rose St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut links than any other ink house in the trade.

Special prices to cash buyers.

M. R. PUBLISHER, You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers. No other paste so clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPARTMENT**, Rector Building, Chicago.



Dennison's

TAGS AND BUSINESS HELPS

will put you in touch with more business.
Information and catalogue sent on request.

Dennison Manufacturing Company

Boston New York Philadelphia Chicago St. Louis

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (10c) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

DISTRIBUTION.

**Mr. Advertiser,
Can't You Use It?**

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

RARE OPPORTUNITY.

FOR SALE—An old and well-established monthly class journal paying 30¢ net on \$20,000 annually, at which figure it may be bought. Might sell half interest, buyer to take control of business. Don't write unless you can command the required amount. Proposition high-class and gift edge.

"E. B. 521," care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES.

THE BARGAIN COUNTER.

There are a number of periodicals which were insufficiently financed which are feeling the pressure now. If you command some money Would it not be well to investigate? Do it now before conditions change.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

Forty Years

an

Advertising Agent

By George P. Rowell

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5 x 8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid.

The Printers' Ink Pub. Co.

10 Spruce St., New York

Starting His Career

For the past five years I have had charge of the job work for the Herald Press Association, and I have been using your inks exclusively. I am now about to branch into business for myself and want your inks, so inclose order herewith.

GEORGE E. SPENCER, Honesdale, Pa.

My inks make life so pleasant for the printers that they never forget my name, and the moment they start out on their own hook I am the first one to be remembered. Some of my chesty competitors would frown on an order for a quarter or half a pound, but they forget that once they had to start at the foot of the ladder. No order is too small or too large for me to handle, but I must get the cash in advance before I allow the goods to leave my shop. When a purchaser is dissatisfied, his money is refunded, also the transportation charges.

Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street,

New York

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

SWAIN-FARMER Co.,
Wholesale and Retail Dealers in Wood,
Hard and Soft Coal, Gas-House
and Foundry Coke.

Office: 408 14th Avenue S. E.
MINNEAPOLIS, Minn.

Editor Ready Made Department:

DEAR SIR—We inclose a few of the ads we are using to sell coal and brace up our transfer business.

We don't do any general advertising as we have but two yards, both in South-East Minneapolis, and we prefer to confine our operations to the vicinity, as there is no money in either the fuel or transfer business if the haul is very long.

Kindly tell us what you think of these; we are new and want to get started right. Yours truly,

(Signed) SWAIN-FARMER Co.,

E. F. Farmer Sales Mgr.

It is a long time since I have seen so convincing a lot of coal copy. Much of its strength, I believe, lies in the apparently reasonable comparisons which are made between the fuel advertised and other kinds. I hope that Swain-Farmer Co. will send others of their ads from time to time for the benefit of readers of this department. Here are some of those that came with the above letter:

HAVE YOU ORDERED YOUR HARD COAL YET?

If you want to save trouble don't delay any longer.

There is not only a serious car shortage reported from the Anthracite district, but so few miners are available that the breakers are working only a little over half time.

The wood shortage, which is evidenced by the extremely high prices prevailing in the Twin Cities, is materially increasing the demand for all kinds of Coal.

This advice is for your own good; if you follow it you will thank us before the end of the season.

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N.
W. East 222.

ONLY \$5.50 FOR RANGE COAL.

Oak Hill Washed Nut is prepared at an up-to-date washery.

The coal is first immersed in water,

then it goes into a jig where the slate, stone, sulphur and other impurities are shaken to the bottom.

The impurities are then conveyed to the dump, the good coal goes to the Roller Screen where it is perfectly sized, the various grades going thence to their proper bins.

During all this process the screen is sprayed to prevent fine coal from accumulating.

Only Anthracite Coal is cleaner and even that is not so satisfactory to cook with.

One trial will convince you of the superior quality of our washed coal.

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N.
W. East 222.

NO CHANCE TO KICK ON YOUR COAL BILL IF YOU BUY FROM US.

We offer: Warmco Lump, \$4.50;
Royal Hocking, \$5.50; Hard Coal,
\$8.75.

This variety ought to furnish you an opportunity to get your Fuel at any price you care to pay.

If you buy the cheapest (Warmco Lump) you will be able to keep fire all night and, aside from the larger volume of ash, you will be just as comfortable as if you burned Hard Coal.

For your cook stove or range you will, of course, want:

Oak Hill Washed Nut \$5.50.
Don't wait too long to put your order in. The rush is on and you may not be able to get the fuel the same day it is ordered.

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N.
W. East 222.

LESS SOOT MORE HEAT:

That's the result of burning Oak Hill Washed Nut in your cook stove or range.

Many women have insisted on high-priced wood for kitchen use because coal was "So dirty to have around."

Washed Nut overcomes all of these objections.

And it is so much cheaper than wood.

One ton will go farther than a cord of, even the best, wood.

Compare the prices:

Maple Wood (sawed and split)
\$10.50 per cord.

Oak Hill Washed Nut (ready to burn) \$5.50 per ton.

If you haven't a stove that will burn

coal, better get one, it will pay for itself before Spring. *From Louisville (Ky.) Courier-Journal.*

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N. W. East 222.

SMOKELESS EGG COAL FOR FURNACES.

The highest grade of Smokeless Coal is C. C. & B. Pocahontas, produced in West Virginia. We handle nothing else.

This coal contains nearly as much carbon as the best anthracite.

It burns up clean without soot. It will heat up quicker and hold fire almost as well.

The price, only \$7.50 delivered. If you have tried the rest, now try the best.

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N. W. East 222.

DO YOU WANT HAULING DONE?

Our light rigs make several trips down town daily. If you want a trunk taken to or from any of the passenger stations, or freight hauled in either direction, we will give you the best kind of treatment.

We have several large vans and wagons that are equipped for all kinds of work.

Our drivers are experienced movers and handle all their jobs rapidly and carefully, insuring low charges and perfect work.

This business has been established a long time and we have been able to improve our methods a little each year.

Our references: almost any man you meet.

We believe the more you inquire about us the more likely you are to give us your business.

WE DELIVER THE GOODS.

SWAIN-FARMER COMPANY,
408 14th Avenue S. E.,
Telephones: T. S. 16076, 16603; N. W. East 222.

*Saying a Great Deal in a Few Words.
From the Trenton (N. J.) Daily True American.*

Our Coal Is Under Cover.

Up high and dry, away from all kinds of weather. When you get coal from us, it's absolutely free from all dirt. We screen it carefully—without breaking.

It will pay you to burn Kennedy Klinkerless,
ROBERT W. KENNEDY COMPANY,
1120 East State Street,
Trenton, N. J.

Quick Heat Goes Mighty Fine

these chilly mornings, especially so, when you are not compelled to jump up and hunt coal and kindling or run down the cellar and shake up the furnace. A match starts a fire in

The Humphrey Oval A Little Gas Stove

Made of polished nickel, weighting 4½ pounds and just 16 inches high. It cooks just as well as it heats. No nuts or bolts about it. Can be folded up and laid on the shelf when not in use. Come in and let us show you what a great little stove it is.

Price \$2.50.

JONES & MILLER CO.,
(Incorporated).
316 West Market St.,
Louisville, Ky.

This One, Printed on Dec. 24, Last Year, With a Good List of Gift Goods, Was Timely.

A Line for the Late Shoppers.

As the end of the Christmas shopping season is near at hand we wish to announce that we have some splendid gifts for both sexes displayed at our store, at prices within the reach of everyone's purse. Buy your Christmas gifts to-night and to-morrow from us; our line is extensive, well selected, comprises all the new up-to-date articles from the leading American and foreign manufacturers. Telephone your orders for candy to-morrow morning; we furnish plain white cards to go with the packages; have messenger call service at our store, and have every accommodation for the late gift buyers. Don't overlook the friends that were kind to you when you were sick; send them a box of candy or a pretty package of perfume; either of these articles will be appreciated.

Watch the White Windows.

THE WHITE DRUG STORE,

D. Chas. O'Connor,
Pharmacist,
243 Main Street,
Fitchburg, Mass.

D. W. WEAVER,
MARTINSBURG, W. Va.

Editor Ready Made Department:

DEAR SIR—Enclosed you will find a "bunch" of ads cut from to-day's issue of the *Journal*, and cut so you can see how they were run in the paper—that is position they occupied.

A newspaper in a town the size of ours don't get the best of copy, and the man who usually sends the poorest is the fellow who thinks his the best written advertisement in the paper. The order with most of them is "use the biggest type you can get in the space!"

So, we take them, occasionally re-writing them or writing a new head, and order them set after our idea of how a good ad should be.

Will you kindly criticise them?

The *Journal* is young—just six months old—and we're not in PRINTERS' INK's Roll of Honor, but we'll get there one of these days, if nothing happens.

If not asking too much please state which is the best ad in the bunch—everything considered.

Thanking you in advance and anxiously awaiting the copy of PRINTERS' INK containing your criticism, I am,
Yours very truly,

D. W. WEAVER,
Evening Journal, Martinsburg, W. Va.

You are certainly on the right track in helping your advertisers to an attractive presentation of their ads, and the ads show the results of your work, presenting a good contrast between display and body faces, without the use of heavy, homely gothics, and bringing out the important points. But the ads are not particularly good in text, not much, if any, above the average of those produced by country merchants generally. I think the following is the best of the lot, exclusive of your own, which will have attention at another time; but this one is a bit hazy in spots—in the last paragraph, for instance, where it says: "the cost is small—much less than the feeling of security their presence gives." Otherwise it is good, but not as good as it easily might be, for right there was the place for a list of good remedies and their prices:

HOME REMEDIES FOR WINTER ILLS.

When the wind howls outside and draughts, scarcely accounted for, fill the house, there is always danger of

sudden cold or croup, 'specially among the children.

Be prepared for such emergencies by having a remedy at hand.

Bring the Dr.'s prescription, or let us supply your needs with one of our excellent preparations for simple, 'though oft fatal, ills—the cost is small—much less than the feeling of security their presence gives.

A. M. GILBERT,
300 North Queen Street.

This one is in the "pretty fair" class. It would have been better, in my opinion, had it given some idea of the cost of a complete course, and how much, approximately, the graduate might expect to earn:

A limited number of scholars, Men or Women, wanting to take a Railroad or Commercial

COURSE IN TELEGRAPHY
can be accommodated in the
MARTINSBURG COMMERCIAL COLLEGE,

Hobbs Building, Martinsburg, W. Va.,
by applying at once.

Terms for Tuition and Board are very reasonable, and employment is assured by the school to all Graduates.

Apply in person or by letter to
Guy Hetzel, John J. Hetzel,
Sec. Pres.

or Prof. C. C. Tabler,
Martinsburg, W. Va.

This one, also, might well have gone a little more into details—such for instance as the range of prices for making a skirt from the customer's own materials, etc.:

LET US MAKE YOUR SKIRT.

Buy your material and bring it with you, or select from our advance Fall Weaves.

Latest patterns demanded by Dame Fashion—little prices. Silk and Heatherbloom Underskirts.

Come and see them.

H. A. WYATT CO.,
Adjoining Hotel Berkeley,
112 W. King St.

This one is good because it sticks to one line, tells something about the goods and gives the price range. The cut was so poor, however, that the space it occupied might better have been given to a detailed description of a medium-priced cap, with the price, for it would be a poor description if it failed to convey a

better idea of the goods than did the cut:

A BEAUTIFUL LINE OF BABY CAPS.

White caps, red caps and many colored caps. Caps with flaps and caps without, in fact the most complete and beautiful line ever shown in Martinsburg.

Bring in the little ones and let us fit them out. The prices are as wonderful as the line of patterns, being from 25c. to \$2.98.

M. L. COMPTON & SON,
Crump Bldg., North Queen St.

*A Good Suggestion At the Right Time.
From the Memphis News-Scimitar.*

Diamonds For Christmas Presents An Ideal Investment.

Diamonds are a daily pleasure to their owners. There is nothing so attractive or more valuable that you could give a loved one, nor is there anything that will be more appreciated.

Such a remembrance is suitable for sweethearts, wives, parents or children and are particularly acceptable because they are constantly increasing in value. For over ten years they have advanced on an average of 11 per cent yearly.

Besides the pleasure they give as an ornament and their value as an investment, they confer upon the wearer a distinction and prestige which nothing else will give.

We have a gradual payment plan which will enable you to buy a good diamond by paying a small amount in cash and the balance in easy monthly notes. You can start now on a diamond and finish paying for it in a few months and will not feel the outlay.

Get a copy of our booklet, "About Diamonds" No. 15, and read about our attractive system of selling diamonds. This booklet, together with our 148-page catalogue, will solve the vexing question of gift giving. Both of them will be sent free with our compliments upon receipt of your request.

GEO. T. BRODNAX, Inc.,
Diamond Merchants,
Gold and Silversmiths,
22 So. Main St.,
Memphis, Tenn.

A Well Worked-Out Argument.

Progress at School.

If the eyes are weak the mental picture of the print or whatever is looked at will be a dull one, and the brain must waste energy in transforming it into a bright one.

In school life this energy-waste hinders study and discourages the student, for his mind-force is dissipated in the effort to see and his ability to fix his entire attention on his work correspondingly lessened.

Good glasses will do this work of obtaining a clear image, and the student's mind will be left free to absorb knowledge.

Consult our opticians, for they know when such glasses are needed. Eyes examined free.

CHINN-BERETTA OP-
TICAL COMPANY,
526 K Street,
Sacramento, Cal.

Seasonable Suggestion.

Christmas Confectionery

in fancy decorated boxes and imported German and Japanese baskets. For several years we have been far in advance of all competitors in the Holiday Confectionery line and our stock this year is the best we ever carried. We ship candy to Florida in the South, as far West as the Mississippi river and to Canada on the North. Telephone your orders for candy (our number is 1000). We have the plain white cards for your name, also messenger call service. Just state the price you wish to pay, the street address, we do the rest. We pack candy in strong wooden boxes for shipping outside the city. Look over the list of packages given here and watch the White Windows.

(Descriptions and prices.)

The packages mentioned in above list are filled with strictly high-grade candies. Red is a popular shade at Christmas. We have an excellent line of red boxes and baskets. If you want to see a handsome line of Holiday Confectionery Packages Watch the White Windows.

THE WHITE DRUG
STORE,

D. Chas. O'Connor,
Pharmacist,
243 Main Street,
Fitchburg, Mass.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI.

NEW YORK, DECEMBER 11, 1907.

NO. 11.

Nearly a Thousand Advertisers a Month

The reason for so large a number (probably
unequaled in America) is doubtless found in



*The Personal Appeal of
Three Distinctive
Magazines*



And here is a partial measure of the strength of that appeal. Over a thousand inquiries a month come to *The World's Work*, *Country Life in America*, and *The Garden Magazine* from their subscribers, asking for information and advice about investments, business helps, building, planting, the care of live stock, and all the other subjects which these three distinctive magazines cover with authority. In order to care properly for this great volume of correspondence we have had to organize a special readers' service. Here, surely, is convincing evidence of the kind of confidence which their subscribers have in these three distinctive publications.

And doesn't it explain the thousand advertisers? As these advertisers continue month after month, they must have found it profitable to use space in magazines which bind their readers to them in such a strong and intimate way.

Send for our Advertisers' Almanack, if you are interested in distinctive magazines, and you will get more detailed information. A postal request to our Advertising Department will do.

COUNTRY LIFE
IN AMERICA



THE WORLD'S WORK



THE GARDEN
MAGAZINE

DOUBLEDAY PAGE & CO. NEW YORK.

Western Office, 1515 Heyworth Building, Chicago.